



Craft a "one liner" message that allows you to be an undisputable Brand, creating a conversation that compels people to ask if they can hire you!

START

HOW TO PLAY: Write down your words in the appropriate spaces that reflect the formula down below. The first set of spaces allow you to write multiple choices. Play, mix and match combinations until you find a combination that resonates with you most, to form your World Dominating Message.

EXAMPLE: RUKE'S MESSAGE

YOUR IDEAL CLIENT

WHAT YOU DO FOR THEM

THE OUTCOMES THEY WANT

I HELP CEOs BUILD COMPANIES THAT HONOR THEIR FINANCES, PASSIONS & FAMILIES

SUPPORT

WHO

ACTION

WHAT

GOAL

DESIRES

CHOOSE YOUR WORDS

1

YOUR IDEAL CLIENT

WHAT YOU DO FOR THEM

SUPPORT

WHO

ACTION

WHAT

I/WE/

HELP

CEOs

BUILD

COMPANIES

THE OUTCOMES THEY WANT

GOAL

DESIRES

THAT/

THEIR/

HONOR

FINANCES, PASSIONS & FAMILIES

PICK THE WORDS THAT RESONATE WITH YOU MOST

2

YOUR UNDISPUTABLE BRAND MESSAGE!