



How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

Kristen White

HOW TO ANSWER THE QUESTION: “SO WHAT DO YOU DO?”

TEMPLATE #1 “FROM/TO” STYLE

“I have a x-step system that takes [WHO you work with] who are struggling with [PROBLEM] to [SOLUTION] in [TIMEFRAME].”

TEMPLATE #2 “I HELP” STYLE

“I help [WHO you work with] who are struggling with [PROBLEM] to [SOLUTION] in [TIMEFRAME].”

TEMPLATE #3 “I TEACH/COACH/MENTOR/TRAIN” STYLE

“I teach/coach/mentor/train [WHO you work with] who are struggling with [PROBLEM] to [LIST SPECIFIC SOLUTIONS] so they [EMOTIONAL HAPPY ENDING].”

Draft YOUR Claim Your Expertise “So what do you do?” answer here:
