

My Plan

Help your customers understand how they can do business with you

Do your customers or clients know HOW they can work with you? You know what they need. You know what products or services you offer which meet that need. Now you need to clearly communicate a plan of action. The less you confuse as a brand and the easier you make it for your customer, the more likely you are to encourage them to use you, and not a competitor, to solve their problems. SIMPLIFY your process to no more than 4 steps. Give each a title and a one line explanation. These work perfectly with branded icons on your website or in your email footer!

For example: **You're sell leadership coaching courses**

- 1. DISCOVERY CALL** - Find out which course meets your needs
- 2. WORK WITH ME** - We'll work together to equip you with the skills and midset you need
- 3. LEAD YOUR TEAM** - use you new skills to lead your team to success and gain the respect you deserve

Step	Title	One line explanation
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