

Forget the Rest

C H A L L E N G E

**FIND YOUR SPARKLE FACTOR
ATTRACT MORE CLIENTS EFFORTLESSLY**



Hey there!

I'M SO EXCITED YOU'VE JOINED US FOR THE CHALLENGE! We'll be diving deep into setting yourself apart so you can forget the rest of the competition. No matter how you feel about your competition and your industry, you know that it exists. This challenge is meant to help you get clear on what's awesome about you, why people need to work with you and nobody else ultimately so you don't have to worry about where or how to get clients and customers! It's also going to help you create habits in your business to make you resilient when the going gets tough.

In order to make the most of this week, you're going to want to block out about 15-30 minutes in the morning and 10 minutes in the afternoons. You could also block a chunk of time at some point in the day!

Mostly, though, I want you to walk away with this: For you to know your expertise. To feel like your experience, your skills, your personality, all of that plays into taking up space in your industry. When you can show off your expertise, not only can you make more money because you're more confident, but you can use your gifts to serve the people who need it most!

While there is competition in virtually EVERY business, there's a way to be so confident in what you do that you feel like your competition doesn't really exist!

So excited you're here. Let's get started!



DAY 1: Evidence of Awesomeness

OPTION 1: Talk to 3 people & ask them each for 10 things that make you awesome. *People you can ask: colleagues, biz buddies, your partner, family members*

OPTION 2: Create your own list of 30 things that make you awesome. *Start here: your personality, your work, your skills, your expertise, your secret talents*

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DAY 2: Evidence of Need

There are places that are my “go to” to find out what my potential clients tell me what they’re looking for.

CHECK OUT:

- ☑ Inquiries
- ☑ Intake forms
- ☑ Email Subscriber Surveys
- ☑ Email actions (when they click on a certain link)
- ☑ FB groups

YOUR TASK:

Where did you go hunting for your evidence of need?

How are they talking about what their UGH (thing they’re struggling with/worried about/annoyed with/pain point)?

What words are they using to express the AHH (things they want, the way they want to feel, the result they want, the change they want to experience)?

Any gaps that the industry isn’t answering/filling that they’re telling you they want/need? Often your ideal clients will tell you the problem that they want fixed and it’s your job to identify the evidence of need and create the solution.

**BE SURE TO MAKE
NOTE OF THE WORDS
THEY’RE USING.
DON’T TURN IT INTO
A SYNOPSIS. THOSE
WORDS ARE A KEY TO
SOMETHING WE’LL
COVER IN DAY 4!**

DAY 3: The YOU Inventory

Today, we're doing an inventory of YOU. It's important to understand and own how you want to run your business. We want you to shine your light on the things that make you relatable, unique, and noticeable. This means look less at what or how "everybody does" and figure out how you want to do that in your business. After all, some of the most successful businesses are the most quirky or have quirk-worthy features to them.

BRAINSTORM: Use this space to noodle qualities about you that make you different/unique/stand out/quirky

ANSWER THESE QUESTIONS TO DIVE A LITTLE DEEPER

In your natural environment, how do you like to show up? Can you give examples of some of these?

What are things you LOVE in your personal life that you'd be happy to share? What does that piece of info tell us about you? *Maybe you have a secret stash of marbles that you've collected since you were in grade school because it signifies achievements you've made.*

What things are you or have been obsessed with that make you a little distinguishable? *You're obsessed with history documentaries about revolutions. Maybe that feels far fetched but there's a connection between that on-screen learning and your desire to lead.*

What things hold you back from being more you? Has anybody told you to be more or less of something in order to appeal to others? *What are some messages where somebody in your world (in passing or repeatedly) told you to fit into their box.*

ANSWER THESE QUESTIONS TO DIVE A LITTLE DEEPER

What's something that you studied (in school or out of) that intrigues you and how does it relate to the work you're doing? How can you pull that training in? *Maybe your engineering degree made you realize that you wanted to champion causes for women in tech.*

What's the best way you like to serve people? *Maybe you're all about being in person and having succinct meetings where you get stuff handled. Or you like to lead groups of people through body of content. Alternatively you might like to lead in person workshops.*

Knowing how you like to work allows you to keep doing work that feels good. We want you to find your ideal work space and fit that into what your potential client needs (which is what we'll cover in Day 4).

DAY 4: The Sparkle Factor

THE HOPSCOTCH CLIENT SPEAK SYSTEM: It's a weird name but go with me on this...

This is arguably one of the most important steps! You want to make sure that you're meeting your client where they are. Because when people want to buy but if they're confused, they won't hand over the money.

So despite the programs, the packages, the ways that you work with people that you might have, what are people saying they need? What's the thing they're saying they want more of in their life? What's a change they're desperate to have in their lives? What's something they're searching for?

They have a problem that YOU can solve for them.

So for Client Speak, you'll come out with the way you work with your clients (1:1, retainer, group, one-off, etc) and get clear on the UGH + AHH to it to make sure that what people are saying get captured in the offer you create!

Putting some of DAY 2's GAPS you identified + how you like to show up in the world equals the offer you should be putting out into the world.

CURRENT DAY 2: UGH

DREAM DAY 2: AHH

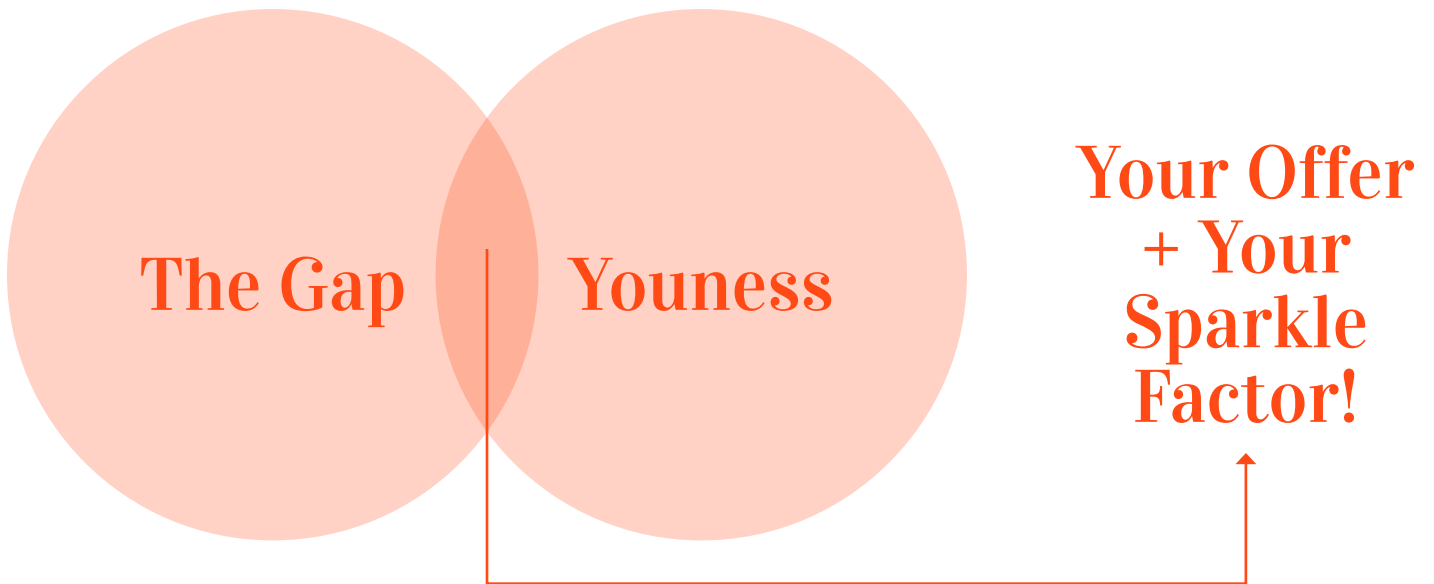
SOLUTION: DAY 3: YOUNESS + DAY 2: GAPS

MARKET IT: DAY 4: CLIENT SPEAK

STAY IN THE GAME: DAY 5: SUSTAIN IT!

We want this offer, product, service to feel totally like YOU for YOUR people and their needs. What is the intersection between what you're seeing in the industry and what you love, how you love to add value, how you like to serve?

THIS IS YOUR SPARKLE FACTOR. It's the thing that makes the offer perfect for your dreamy. You have to have all the pieces for it to shine so you can FORGET THE REST!



Now that you know the solution, we're going to define the client speak that told us exactly why the potential client said they needed it.

Remember in Day 2 we had you find words that people have used to describe their challenges/ what they needed in their lives? This is Day 4's homework:

Jot down verbatim (or start a virtual vault) of the way the potential customer is describing the problem you're trying to solve. The words you use that sounds identical to how people describe their problem and how they want it changed are powerful words in your marketing and the way you communicate the effectiveness. **FEEL FREE TO JOT THESE DOWN AS BULLET POINTS!**

What are some themes that keep coming up that people are struggling with?

What words or phrases are people using to describe how they feel? “I feel like I’m stuck in an alternate reality” or “I feel hopeless, I don’t think I’m ever going to lose the weight” or “I feel so completely overwhelmed and have no clue where to start” or “I feel like I should be able to figure it out but I just need a little help getting started but I get overwhelmed so I just don’t do it.”

What are the changes they’d like to see as a result of your help? What would actually look different in their lives/businesses? “I’d like to have more ease in booking my highest price packages” or “I just want somebody to handle all the details so I don’t have to” or “I want to have a sounding board when I have an issue arise.”

What are the emotional change they’d like to feel as a result of getting help from you? Use words that are emotive and indicate their emotional investment. “It would be such a relief to have it taken care of for me” or “I’d be so excited to pay somebody to take it off my plate” or “I’d feel more confident stepping into this situation with help.”

If you were to articulate your sparkle factor and why somebody should work with YOU, what would you say?

BONUS TIP: While you're creating it, test it. Talk to the people you're creating it for. Test out an idea by talking about it to your community. Mention it in an email newsletter. Try it out on social. If it gets traction, you'll know to pursue it further!



DAY 5: Handling Your Doubt

Today is all about creating a habit when your fear comes up in your business. We all have fear. If you don't then you're lying or you're not trying things that mean enough and you're playing small. Some of the common fears you might feel (tell me which one you resonate with most):

- ⊖ I feel like none of my IRL (family, friends) don't get what I do and they'll think I'm dumb.
- ⊖ I'm scared that I won't be able to pay my bills with my business.
- ⊖ Who am I to have a business?
- ⊖ I'm afraid that I'm not worthy of people paying me.
- ⊖ Why should anybody pay me?
- ⊖ She's so much more _____ than me.
- ⊖ I'm scared that I'm making a fool of myself.
- ⊖ I'm afraid that there's just so many people out there doing the same thing.

These doubts hit entrepreneurs at various points in their businesses. It's important to manage the fear so that we can continue to pursue goals that help us to reach our dreams.

I have three practices that you can put in practice in your life and in your business today. And these are all habits. Find a way to keep doing them rather than just doing it once and assuming it's "done." As I tell my clients, managing our emotions is the work in our businesses.



So, let's build stronger versions of you as a CEO right now, shall we?

We want you to do ONE of these habits for whatever duration of time you'd like but you can do any and all of them that make sense for you!

- ☑ Gratitude practice.
- ☑ Reminders in your phone. 9am. 10:30am. 12pm. 5pm.
- ☑ What's the story I'm making up?

So that's the last step of the Hopscotch we talked about yesterday - once you create something, you have to be confident and sustain it. That happens in two parts - one is that you review your Sunshine Box/Evidence of Awesome folder regularly. The second is practicing the habits we talked about today!

WHAT'S THE RESILIENCY PRACTICE YOU'RE COMMITTING TO PUTTING IN PLACE?

I'm going to:

for:



CONGRATULATIONS! You made it through the challenge. I know it can be really intimidating to scroll through your Instagram feed and see your competition doing really amazing things. I've been there. I felt the twinge of jealousy, and " why didn't I think of that first?"

Let me tell you though, the work that you just went through with this challenge can be a game changer. I hope that you believe me when I say that you are truly unique. There's something special and magnetic about you. When we look out into the rest of the world we tend to diminish our own Sparkle Factor and have a tendency to amplify others. it's not to say that anyone else is any worse, no, it's that you are equally unique. Your potential clients and customers who haven't quite found you yet are going to be so lucky to find you in the future.

It's a daily practice to stay in a healthy mindset as an entrepreneur. we have to work hard to remember that we have a gift to share with the world. so when things get a little bit scary, I hope you'll go back to Day 1 challenge assignment and Day 5 to restore the hope and confidence you need.

We need you and your gift in this world. Don't hide Your Shine and lean into your Sparkle Factor!

HUGS!



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@REINAANDCOMPANY AND LET
ME KNOW YOUR BIGGEST
TAKEAWAYS!**

#fueledwithheart

