



Real School™

For Entrepreneurs

with

Dr. Paige



Week 1

Lesson 3

Chemistry=Fireworks!

Finding the Irresistible "proposal" for an "I do!"

You & your "package"
+
Dream client's desire
=
Heavenly Match

**It's time to make a greater impact in
the world & earn more income!**

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Finding the Irresistible "proposal" for an "I do!"

Think "chemistry." List 15 or more services and/or products you can offer your dream client:

Circle the two services or products that most speak to you.
These two services are:

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Go with your gut, which one can you act on now?

Explain please. I choose this because:

How can this product/service improve and bring value to my Dream Customer's life? (Write it in their words. Ex. Working with Sally gave me my life back. Now I can swim without pain. OR, Sally showed me how to pay off my school loans and buy my first investment property.)

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Dig deep! What similar or complimentary businesses are already out and can serve as a model to guide you? Write it down and remember you're the “original” so the offer will also be original.

What is the hope or promise you are offering? (ex. healthier, happier, smarter, more confident, less stressed, etc.)

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How will you bring your personality (who you are) to them? (trustworthy, fun, driven, knowledgeable, etc.)

What benefits can my dream customer achieve by working with me? Think results. (ex. Explode your energy and shed pounds, float away to 7th Heaven with a 90 minute Swedish massage, etc.)

Check in: How do you feel now that you know what you're offering?

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Do you feel you can help make your Dream Customer happier?

Thank you for showing up and meeting this desire! You've been brave. It's not about perfection in this process. It's about excellence. We'll be tweaking together! Yippy!