



# Differentiation

## Lesson 1 Action Guide

### Attract Your Ideal Client and Competitor-Proof Your Business

When you complete this lesson, your right-fit clients will naturally gravitate toward your solutions. With your unique brand voice and messaging, you'll have a competitive differentiator no competitor can copy.

#### *Three things you can do right now:*

1. Who is your ideal-fit client?

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2. How can you relate to them?

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3. Define their "after" state - after choosing to work with you (or choosing not to). (Success / Failure)

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### Looking Ahead in the Wellness Pro Workshop



#### Lesson 2: Publication

Become A Visible Authority - Learn how you can (almost effortlessly) create original content that draws your ideal-fit client to you!



#### Lesson 3: Optimization

Cost Effectively Scale Your Audience - Find out how a little organization and optimization can produce new clients for your business, year after year.



#### Lesson 4: Amplification

Engage and Build Community - Amplify your authority to scale your audience and create a steady stream of inbound wellness-seekers.



#### Lesson 5: Automation

Save Time and Improve Quickly for Optimal Results - Automate proven systems and processes to scale your practice like never before!