

CONNECT^{for} IMPACT

Ignite Growth and Make an Unforgettable Impact

WORKBOOK

Congratulations on joining a transformative journey to build your impact business. Together, we will ignite your passion, define your mission, take strategic action, and cultivate meaningful connections. Get ready to make a lasting impact in your industry and unleash your business's full potential. Let's dive in and build your impact business together!

MODULE 1 IDEATION

Whatever your reason for starting a business, it's important to have a clear understanding of your goals and objectives.

Video 1-What is your business?

Key Information	<p>Are you looking to create a product or service that fills a gap in the market?</p> <p>Do you want to build a brand that reflects your values and beliefs?</p> <p>Or are you looking to create a business that can provide a sustainable income stream over the long term?</p>
Motives For Starting Business	<p>What do you truly love to do?</p> <p>What are you most passionate about?</p> <p>What gets you excited and motivated?</p> <p>What values and principles do you want to embody in your business?</p>
Passion	<p>Why do you love what you do?</p> <p>What is it about your business that you're most passionate about?</p>

Video 2-Value Proposition Statement

Crafting a compelling value proposition statement is an essential first step in building your business. This statement captures the essence of what you do and effectively answers the common question, "What do you do?" that arises in various business interactions, particularly during networking events.

VPS Formula

I am _____ (identity)

Who helps _____ (your target audience)

Do/understand _____ (cause)

So that _____ (over-arching vision)

they can grow their business

and impact the world.

Video 3-Problem You Solve

What problem do you or your product solve?	
What is the pain point that you're addressing?	
How does your solution make things better for your clients?	
What were the	

<p>results they got working with you or after buying your product?</p>	
<p>How did it improve their lives, and what benefits did they gain from it?</p>	
<p>What are the underlying desires that motivate people to seek out your solution, and how does it meet those needs?</p>	

By understanding the emotional drivers behind your customers' behavior, you can better tailor your marketing and messaging to resonate with them on a deeper level.

Video 4-Avatar

<p>Key Information</p>	<p>Who are the people who are most likely to need what you have to offer?</p> <p>What are their demographics, interests, and pain points?</p> <p>What motivates them, and what challenges do they face?</p>
	<p>Age</p> <p>Gender</p> <p>income</p> <p>Education Level</p>

Create Fictional Character	<ul style="list-style-type: none"> Marital status Hobbies Values Job Title Industry Location Purchasing Habits
Research Competition	<ul style="list-style-type: none"> Identify market gaps and opportunities Learn from their successes and failures Refine your own unique selling proposition Their marketing strategies Pricing Products or services Online Presence Customer Reviews

Identify what they do well and what they could improve on, and use that information to inform your own business strategy.

By understanding the market and your competitors, you can identify opportunities for innovation and differentiation, learn from their successes and failures, and refine your own unique selling proposition.

MODULE 2 MESSAGE & MISSION

Video 1-Your Message

The importance of having a signature talk is that it drives growth, influences others, and creates a lasting impression by sharing your expertise and insights, establishing yourself as a trusted authority and gaining the attention and respect of your audience.

*A well-crafted message has the power to build trust and credibility for your business.

*Demonstrating deep knowledge and a genuine passion for your industry or niche enhances your credibility.

*When you are perceived as a reliable and knowledgeable source, your audience is more likely to view your products or services as high-quality and trustworthy.

*Increased credibility can lead to stronger relationships with clients and business partners.

Delivering a Signature Keynote	<ul style="list-style-type: none">● Establishes you as a thought leader in your field.● Solidifies your expertise and positions you as an expert guide.● Cultivates respect, admiration, and a willingness to follow your lead.● Opens doors to collaboration, partnerships, and industry events.● Expands your influence and enhances your reputation.
Networking Through Your Signature Talk	<ul style="list-style-type: none">● Expands your professional network with like-minded individuals, industry leaders, and potential clients.● Builds valuable connections, strategic partnerships, and uncovers new business opportunities.● Increases visibility, referrals, and fuels business growth.● Serves as a powerful branding tool, reinforcing your brand identity and resonating with your audience.● Inspires action by engaging people with your brand and motivating them to support your business.
The Potential Impact of Your Signature Talk	<ul style="list-style-type: none">● Attracts new customers, increases sales, and expands market reach.● Grows influence, leading to greater awareness and engagement.● Generates tangible business outcomes such as higher revenue and enhanced market share.● Provides a competitive edge in the industry.

Unleash the power of a signature keynote for your business's success. Ready to make a lasting impact and elevate your business? Look no further! With my expertise in crafting impactful messages, I'll help you drive growth, amplify your influence, and achieve your goals. Let's embark on this transformative journey together and take your business to new heights.

www.LisaMoser.com/work-with-me

Ignite your message with captivating storytelling, persuasive techniques, and emotional connection. Unleash your business's impact and create a brighter future. Let's make your message unforgettable.

Video 2-Your Mission

Key Information Your Mission Statement Should Answer	<p>What does your business do?</p> <p>Who do you do it for?</p> <p>How do you do it differently than others in your industry?</p>
Tips For Crafting a Compelling Statement	<p>Be concise and specific, conveying your business's essence in a few sentences.</p> <p>Focus on your unique value proposition to differentiate your business from competitors.</p> <p>Emphasize authenticity by reflecting your values, goals, and beliefs in the mission statement.</p> <p>Make it memorable, ensuring it is easy to remember and share with others.</p>
How to Communicate Your Mission Statement	<p>Understand the importance of clear and consistent communication of your mission statement.</p> <p>Learn how to integrate your mission statement into various channels, such as your website, marketing materials, and physical location.</p> <p>Recognize how your mission statement becomes an integral part of your brand identity and guides your business decisions.</p>

MODULE 3-Passion

Video 1-Why You?

As an entrepreneur, you are the driving force behind your business, and your expertise is what

sets you apart from your competitors.

Credentials	
Talents	
Experiences	
Traits	

By leveraging these strengths and communicating your expertise to your clients, you can build a successful and sustainable business.

Video 2-Impact Statement

Your impact statement is not just a statement of purpose, it's a call to action for your audience to join you in making a positive impact on the world.

Your impact statement should answer questions like:

Problem you solving	
Benefits your customers receive	

Impact do you want to have

To create an effective impact statement, follow these steps:

Identify the audience: Determine who your impact statement is intended for, and what they care about. This will help you craft a statement that resonates with your audience.

Identify the impact: Determine the specific impact that your business has. This could be something like improving people's lives, helping the environment, or making a positive change in your industry.

Quantify the impact: Where possible, use numbers or statistics to quantify the impact. For example, you might say that your business has helped reduce carbon emissions by 50%, or that you've helped 1,000 people find jobs.

Use strong language: Use strong, impactful language to convey the importance of your business and the impact it has. This could include words like "transformative," "revolutionary," or "game-changing."

Keep it concise: Your impact statement should be short and to the point, ideally no longer than a sentence or two. It should be easy to remember and share with others.

Practice and refine: Once you've created your impact statement, practice saying it out loud until it feels natural. Refine it as needed to make it more impactful or memorable.

Your Impact Statement: Create an impact statement that resonates with your audience and helps your business achieve its goals.

Identifying Your Target Audience

- Identifying your target audience before creating your offer.
- Review the exercise completed in Module 1 to ensure a clear understanding of your target audience's needs and pain points.

Defining the Problem You're Solving

- Define the problem your offer will solve or the specific need it will address.
- Ensure your offer provides a valuable and relevant solution to resonate with your target audience.

Choosing Your Offer Type

- Explore various offer types, including digital products, physical products, services, subscriptions, and events.
- Choose the offer type that aligns best with their business and target audience.

Setting Clear Goals

- Set clear goals for your offer, such as lead generation, sales increase, or brand awareness.
- Define their specific goals for the offer to align with their business objectives

Creating Compelling Messaging

- Explain the significance of compelling messaging to communicate the value and benefits of your offer.
- Provide tips for using clear, persuasive language that speaks directly to your target audience.

Designing Your Offer

- Discuss the importance of visually appealing and easily understandable offer design, particularly for physical or digital products.
- Provide guidance on using high-quality images, clear text, and intuitive design to make the offer visually appealing and stand out.

Launching and Promoting Your Offer

- Explain the next steps after creating the offer, which include launching and promoting it effectively.

- Discuss various promotional channels, such as social media, email marketing, speaking engagements, and others, to reach the target audience.
- Encourage participants to utilize these channels to generate interest and encourage action.

MODULE 4-Action

Video 1-Branding Part 1

Building a successful business requires effective branding, marketing, and messaging. Your brand represents your business's image and personality, while marketing helps you reach your target audience, and messaging builds a connection with them. In this module, we'll explore the importance of these three elements in building an impactful business.

Brand Identity	Create a consistent and visually appealing brand identity that reflects your values.
Brand Message	Craft a clear and concise brand message that resonates with your audience and highlights your unique selling proposition.
Brand Experience	Ensure a positive customer experience across all touch points to build trust and loyalty.
Brand Positioning	Differentiate yourself from competitors by highlighting your unique strengths and advantages.

By focusing on these branding elements, you can create a strong and memorable brand that resonates with your target audience and helps you build a successful and sustainable business.

Video 2-Branding Part 2

As an entrepreneur, branding plays a crucial role in connecting with your audience and standing out from the competition. To create a resonating brand, focus on the following key elements:

Solve a Problem	Address your audience's needs by offering valuable solutions
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Provide Value	Craft a clear and concise brand message that resonates with your audience and highlights your unique selling proposition. Offer free content, advice, or a supportive community to establish yourself as an authority.
Build Relationships	Engage with your audience through personalized interactions and live events.
Brand Positioning	Differentiate yourself from competitors by highlighting your unique strengths and advantages.
Show Authenticity	Be genuine, transparent, and share personal stories that align with your values.
Deliver Results	Provide tangible value and help your audience achieve their goals.

Additionally, make it easy for people to get to know you through social media, blogging, podcasting, speaking engagements, networking, collaborations, content creation, and personal branding.

Remember, building trust takes time, but by prioritizing your audience, providing value, fostering relationships, showing authenticity, and delivering results, you can establish yourself as a trusted authority and grow your business.

MODULE 5-Connection

Video 1-In Person Connection

The power of connection is crucial in building a successful business. Entrepreneurs and business owners who cultivate strong connections with customers, clients, partners, and other industry players can gain a competitive advantage and accelerate growth.

Tips on how to use in-person connections to grow your business:

- Attend networking events
- Join a business group
- Host your own events
- Use your existing contacts
- Be genuine and helpful

Video 2-Social Media

Social media has transformed the way we connect with others, offering a powerful platform for building relationships and cultivating connections across the globe. It also allows for easy and efficient communication, enabling people to share ideas, opinions, and experiences with others in real-time. Using social media to build your business can be a powerful way to reach new customers and grow your brand.

Tips on how to use in-person connections to grow your business:

- Attend networking events
- Join a business group
- Host your own events
- Use your existing contacts
- Be genuine and helpful

Use these tips to help develop a plan for yourself and write ideas and notes for yourself.

Target Audience	<p>Craft a clear and concise brand message that resonates with your audience and highlights your unique selling proposition.</p> <p>Offer free content, advice, or a supportive community to establish yourself as an authority.</p> <p>Before you start using social media for your business, it's important to know who your target audience is. This will help you create content that resonates with them and use the right social media platforms to reach them. You should already have this done!</p>
Choose Platform	<p>There are many social media platforms out there, and each one has its own strengths and weaknesses. Choose the platforms that your target audience is most active on and where you can best showcase your business</p>
Create Engaging	<p>Social media is all about engagement, so create content that is interesting, informative, and shareable. Use a mix of text, images, and videos to keep</p>

Content	your audience engaged and interested.
Be Consistent	Consistency is key when it comes to social media. Create a content calendar and post regularly to keep your followers engaged and attract new ones.
Engage With Followers	Social media is a two-way conversation, so be sure to engage with your followers by responding to comments, liking and sharing their posts, and asking for their feedback.
Expand Reach	Reach a wider audience and target specific demographics through paid advertising, maximizing your online presence beyond organic social media efforts.
Analyze and Optimize	Utilize social media analytics to track performance, make data-driven decisions, and enhance your social media strategy for better results

Remember to be consistent, engage with your audience, and provide value through your content.

MODULE 6-Transformation

Video 1-Mindset

You've already recognized the significance of starting business transformation with a positive and growth-oriented mindset.

Cultivate a Growth Mindset	You understand the benefits of embracing challenges, seeing failures as growth opportunities, and avoiding a fixed mindset for successful business transformation.
Handle Setbacks with Resilience	You know how mindset influences handling setbacks and the importance of maintaining a positive and resilient mindset for learning from mistakes.
Develop a Growth Mindset	You have practical strategies to foster a growth-oriented mindset, including embracing challenges, focusing on progress, practicing gratitude, surrounding yourself with support, and continuous learning.

Mindset as the Key to Transformation	<p>Consistency is key when it comes to social media. Create a content calendar and post regularly to keep your followers engaged and attract new ones. You acknowledge the pivotal role mindset plays in business transformation and its impact on success.</p>
Transform Your Business Through Mindset	<p>You understand the concept of transforming your business by transforming your mindset, embracing challenges, learning from failure, and focusing on the positive.</p>
Consistent Effort and Dedication	<p>Reach a wider audience and target specific demographics through paid advertising, maximizing your online presence beyond organic social media efforts. You're committed to consistently putting effort into developing a growth mindset and utilizing tools and strategies for transformative thinking.</p>

Video 2-Overview

Module 1: Ideation - Generating Impactful Business Ideas

You understand the significance of ideation in creating a business that resonates with your audience and aligns with your mission and passion.

Module 2: Mission and Message - Defining Your Purpose

You've explored the importance of a clear and concise mission statement to guide your business decisions and stay focused on making an impact.

Module 3: Passion - Fueling Your Drive

You recognize the role of passion in building a business for lasting impact and how it provides the drive and determination to overcome obstacles.

Module 4: Action - Turning Dreams into Reality

You've gained insights into the significance of intentional action, consistency, and persistence in transforming your dreams into reality.

Module 5: Connection - Building Relationships and Community

You've discovered the criticality of connecting with your audience, understanding their needs, and fostering a sense of community around your brand.

Module 6: Transformation - Shifting Your Mindset for Growth

You've explored how transforming your mindset is a game-changer for business growth and impact, embracing a growth mindset, conquering fear of failure, and nurturing positivity.

The most important part of your business is **YOU!!!**

Go out and make an IMPACT!!

What's Next?

I am thrilled that you have joined Connect For Impact Business! Your commitment to making a meaningful impact through your business is truly inspiring. To support you on this incredible journey, I invite you to schedule a free Discovery Call. This call will provide an opportunity for us to address any questions or provide insights and guidance you may need. Together, we will pave the way for your business's success and create a brighter future. [SCHEDULE A CALL](#)

<https://calendly.com/d/377-xjq-tfx/1-1-connect-for-impact-discovery-call>