

# Instant Impact



The key to a compelling introduction

TELL ABSOLUTELY ANYONE EXACTLY WHAT YOU DO WITHOUT  
CRINGING, CONFUSION, OR COMING OFF COOKIE CUTTER

[wendywhite.com](http://wendywhite.com)

# Has this ever *happened to you?*

SO, WHAT DO YOU DO?

*\*Cringe\**

I ah, help heart-centered women over 40, well,  
anyone really, live their best, uh, life...I mean, I'm certified by...see,  
I have this process, G.E.T.U.N.S.T.U.C.K., which means...wait!  
Take it to the next level, radically empowered, live your dream...  
AARRGGHH!!!

*\*Covers face in hands & flees the room\**

**TRUTH TIME: THEY'RE NEVER GOING TO HIRE YOU IF YOU CAN'T  
TELL THEM WHAT YOU DO.**

You know how absolutely critical that very first impression is.

So why are you client-blocking yourself with an introduction that *nobody* understands, yet somehow still manages to sound EXACTLY like every other ninja/guru/rockstar in the market???

**You need to clearly, concisely, and confidently explain what you do so  
that it speaks *directly* to the heart (& wallet) of your ideal client.**

## *So...shall we fix this?*

# Here's how most people *get this wrong.*

**EVERYONE IS FEVERISH AND FRANTIC FOR THE PUNCHY WORDS...**

The clever, quirky copy, the allure of alliteration (*like what I did there?*).

They leap directly, lustily, *greedily* to HOW they want to say this.

And skip gleefully, obliviously, *foolishly* right by WHAT they want to say.

**AND AS A RESULT, THEY SAY NOTHING AT ALL.**

Lord knows I love alliteration.

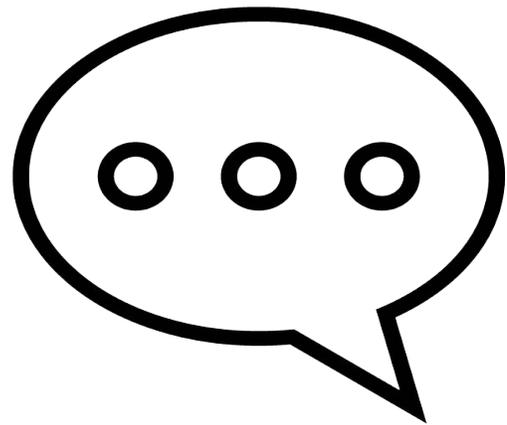
And punchy, clever, and quirky are my besties.

But, until you have nailed WHAT you want to say...

that underlying concept...

the *message* you are trying to communicate...

**ALL THAT FANICIFIED COPY IS SO MUCH LIPSTICK ON A PIG.**



Trying to write copy before you know what it needs to say is a  
*terrible idea.*

I'm not saying people won't do it.

I'm just saying that *we're* not going to do it.

# Here's how you'll get this *ridiculously right.*

## SO, WHAT DO YOU WANT TO SAY WITH YOUR INTRODUCTION?

Well, the whole point of your introduction is to connect with your ideal client, right?

And then convert her into being =>your audience =>your fan =>your client.

You do this by saying what she wants to hear.

So, what is it she wants to hear???

*"I can help you get what you want."*

THAT'S what you want to say with your introduction.

EVERY INTRODUCTION MUST BE A PROMISE TO HELP YOUR CLIENT GET WHAT SHE WANTS.

EVERY INTRODUCTION MUST BE FANTASTICALLY FOCUSED ON THE BENEFIT TO HER.

ONCE YOU'VE NAILED THIS CONCEPT, YOU CAN TURN IT INTO SPLENDIFEROUS COPY.

ONCE YOU'VE NAILED THIS MESSAGE, ALL YOUR MAGNIFICENT MARKETING WILL PAY OFF.

# Does that *make sense?*

**"ABSOLUTELY!**

*Are we done? I'm good to go???"*

**Hold up there, cowgirl.**

Let's take a minute to make sure you avoid the most common introduction pitfalls that most people are tumbling into titsfirst.



## HERE'S WHAT THEY DON'T WANT:

# 1

**CUTESY BUZZWORDS THAT YOUR BFFS AND INDUSTRY COLLEAGUES THINK ARE THE BEE'S KNEES BUT JUST CONFUSE THE REST OF US.**

*"I help you embody radical, high-vibe, heart-centered abundance and flow so your soul purpose shines."*

*I don't know what that means. Do you know what that means?*

*Honestly, it sounds generally goodish. Maybe someday.*

*I'm just not sure it's worth actually paying money for right now, you know?*

**Buzzwords=buzzkill.** We want your prospective client to immediately understand that you can help her. So that she thinks "Oh, yes, she GETS me." So, use words that *she* uses when she thinks about her problem.

Your client is NOT waking up at three in the morning thinking "Dammit, when will my soul purpose shine???" Trust me on this. She is not.

**YOUR TAKEAWAY:** Use words that are meaningful to your client-the ones she is actually saying to herself (even if she says them to no one else).

# 2

## VAGUE, GENERIC, SUPERFICIAL TERMS THAT SOUND EXACTLY LIKE EVERYONE ELSE AND SAY NOTHING TO NOBODY.

"I help you get unstuck and become empowered to take it to the next level and live your dream."

*Does this mean you can help me make more money?  
Lose the baby weight? Reconnect with my husband after raising teenagers?  
Conquer my stage fright? Learn to play tennis?  
Are you saying you're an expert in ALL of those things?  
I'm not buying it. No, seriously. I'M NOT BUYING IT.*

So many people are using these terms trying to appeal to everyone. But, being everything to everyone means you don't become *the* go to person for *anyone*. *No one* sees you as their perfect solution.

You're not giving your client something she can step into and say "Exactly! That's *exactly* what I want."

This is why copying other people's words or crowd sourcing is such a bad idea, you won't speak to what your client wants. Plus, you sound exactly like 345,000,000 other life coaches out there. So, why should your prospective client hire you? No, seriously, why?

**YOUR TAKEAWAY:** Get specific about what *you* do to get *your* client what she wants.

# 3

## THE DEADLY, DETAILED DESCRIPTION OF YOUR SOLUTION, YOUR PROCESS, AND YOUR CERTIFICATIONS (NO, REALLY, NOBODY CARES).

"I help you create hormonal balance with my 13 step essential oil process and my 58 certifications from the Institute of Holy Crap, SO Many Health Coaches."

*UGH. Really, does ANYONE want this? It sounds, um, complicated?  
I don't want any of that. What I want is gorgeous hair, luminous skin, and to feel like my brave, bubbly, beautiful self again. Guess I'll keep looking...*

I get it. You know *exactly* what your client needs to solve her problem and how. But she is NOT looking for your solution or your process. That is *not* what she wants.

*P.S. No one has any idea what your certifications mean (and they're not going to take the time to figure it out.)*

**YOUR TAKEAWAY:** Focus on what she wants, *not* on what you think she needs.

# So, the key to a *compelling introduction?*

## TELL YOUR PROSPECT YOU CAN HELP HER GET WHAT SHE WANTS.

State it clearly, directly, and specifically, using words that she is actually thinking and saying. Make sure it's *your* introduction: about what YOU do for YOUR particular client.

When you do this, your introduction doesn't just sit there looking pretty. It *works* for you, by connecting with your ideal client at a deep level and compelling her to take action.

**This is how it becomes a unique message. THIS is how it makes an instant impact.**

## HERE'S WHAT THAT LOOKS LIKE:



I help you stop feeling overworked, overscheduled, and overwhelmed by the demands of your family, and start feeling over the moon about your perfectly imperfect life.



I help you build meaningful networking relationships on your own terms so you can be recognized as an expert and get the career opportunities you've long deserved.



I help you shake off the undermining voice of your inner critic so you can unleash your power and potential, and get on with the business of changing the world.



I help you seize control of your chronic health issues and truly make yourself better, even if both conventional and alternative medicines have failed you and you're running out of hope.



YES! these *are* real life examples from my clients. Because...

I help you master a unique, confident, client-winning message so you can pull away from the pack & make an extraordinary impact<sup>®</sup> on the world.

*(See what I did there?)*

# Your mission, should *you choose to accept it...*

## STEP ONE: BRAINSTORM THE ANSWER TO THIS QUESTION.

**What does your ideal client want? (as relates to the problem you solve, of course)**

Use the following prompts to help you:

- >>> What does she want to learn/create/understand from working with you? (*results*)
- >>> What will getting those results mean for her business, for her life? (*benefits*)
- >>> What will she be able to have/do/be? (*benefits*)
- >>> Why is this so important? (*benefits*)
- >>> How does she hope to feel? (*results & benefits*)

## STEP TWO: MAKE SURE YOU'VE AVOIDED THE COMMON PITFALLS.

**XXX** Meaningless buzzwords.

**XXX** Vague, superficial generalities.

**XXX** Your solution, your process, and your certifications.

## STEP THREE: COPIFY IT.

Take the info you've gathered and fill in this formula:

**I help you (*results she wants*) so that you can (*benefits she wants*).**

Then edit & polish it. Now's your chance to bust out all those mad copywriting skills. Unleash the punchy, clever, and quirky, the alluring alliteration, and whatever else tickles your fancy.

# Want to *know a secret?*

## THIS DOESN'T JUST WORK FOR INTRODUCTIONS.

This works for *every single piece* of your message.

That's right.

Names, emails, blog posts, webinars, videos, service and product descriptions, social media, and every teeny, tiny, itty bit of your website copy.

**Which means: you've just learned how to fix every single one of them. Mazel Tov!**

EVERY COMMUNICATION NEEDS TO BE CONSISTENT WITH WHAT YOU'VE DISCOVERED HERE.

If you want to be compelling, to make those connections, and to convert your audience...

**You must constantly promise your client what she wants.**

## IT GOES WITHOUT SAYING (*but yes, I'm saying it*), THAT YOU MUST BE ROCK SOLID ON EXACTLY:

- >>> who your ideal client is,
- >>> what she wants,
- >>> how to put this all together clearly, concisely, and compellingly.

Because...

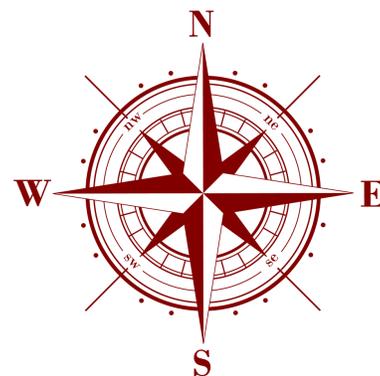
**XXX** If you don't know who your ideal client is, you can't speak directly to her heart (& wallet).

**XXX** If you don't know what she wants, you can't promise to help her get it. *This is where most entrepreneurs miss the boat (& the sale).*

**XXX** If you don't know how to put it together, well, you could always try to convince her to read your website/your 10,015 blog posts/your book. *Oh no, you CANNOT.*

## BUT YOU KNEW THAT ALREADY, DIDN'T YOU?

# So, what's *next for you?*



## ARE YOU...

- >>> Excited to finally feel *elated* when they ask you what you do?
- >>> Feeling a bit shaky 'cause you're not *really* sure who your ideal client is or what she wants?
- >>> Wishing you knew *exactly* how to put this all together in a clear, confident, compelling way?

## I CAN HELP.



**I'm Wendy White, Messaging Strategist for extraordinary entrepreneurs. Coaches & consultants hire me to master a unique, confident & client-winning message.**

Since 2014, I've helped hundreds of entrepreneurs to tap into what is truly unique about them and compelling to their audience so they can pull away from the pack and make an extraordinary impact with their message. *(I may have mentioned this.)*

**LET'S GET STARTED, SHALL WE?**

## Extraordinary Impact<sup>®</sup>

In my business accelerator, you'll master the unique & compelling brand message you *must* have to rise above the noise as a thought leader.

Because confidently communicating what you do and why it matters is *the* thing that will influence a greater audience and bring in your truly ideal clients quickly and simply.

So you can pull away from the pack of cookie cutter entrepreneurs and make an extraordinary impact on the world.

**Click to learn how to make your extraordinary impact.**

**UNIQUE, CONFIDENT & COMPELLING.**

*That could be you!*