

Allie Casey's *Speak Serve Prosper!*  
Want to Market Your Services by Speaking  
But Don't Like to Sell?  
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# **Crafting Your Defining Statement in 5 Easy Steps**

**Audio Transcript**

by Allie Casey  
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**Congratulations!** You've just taken the first step in transforming your business. Learning how to communicate what you do, how you do it and who you do it for in a confident and courageous manner will help pull your target market to you like magic.

This word-for-word transcript of the audio program, **Crafting Your Defining Statement**, will take you step-by-step through the process. Use it alone or in conjunction with the audio.

You'll come away with your Defining Statement ready to use at your next networking event, teleseminar, live event or any opportunity you get to share your message.

And that's' the whole idea isn't it? To spread your message and get paid to help others.

If you have any questions, comments or want to learn more about Allie Casey's coaching programs please contact her at: [info@alliecasey.com](mailto:info@alliecasey.com)

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(Transcript from the audio program on Crafting Your Defining Statement in 5 Easy Steps)

Hi, this is Allie Casey. Congratulations on becoming a part of the **Speak Serve Prosper** community and downloading your success kit.

After listening to this program on crafting your **Defining Statement in 5 Easy Steps** you'll be able to talk to anyone about what you do, who you do it for and what benefits and outcomes they can expect from working with you.

Though the defining statement is geared towards entrepreneurs and the small business owners it is easily adaptable if you work for an organization, non-profit, association or academia.

Are you ready to get started?

If you haven't printed out your **Defining Statement Template** now would be the time to do that. Go ahead. Take a moment to print it out... it's going to make things so much easier!

Okay?

First, let's talk a bit about what a Defining Statement is and how you can use it.

Some of my clients use it for their elevator speech. An elevator speech is your 20 second opportunity to give your pitch, catch your listener's attention and prompt them to ask more about you and what you do.

Some use the Defining Statement as the core for developing their signature talk or what I call your "**Personal Keynote**." I'll tell you a bit more about that later.

Some use it as the basis for all of their marketing and the foundation for building their brand.

How you decide to use your Defining Statement will depend on what your business is and where and how you are marketing yourself.

**Think of it as the core foundation for the message you would like to get out to the world.**

Let's begin filling in the Defining Statement template. This is a simple plug and play formula.

### **Step 1. Short Title**

First, give yourself a title or creative short description of what you do. Keep it short but be creative if it suits you. This is actually the least significant part of the Defining Statement so don't overthink your answer.

Simply state what you do. **Keep in mind that your job title may not be the best answer to this question if it isn't relatable to your listener.** Are you an expert, small biz coach, author, teacher, healer, authority, personal trainer, hypnotist, esthetician, intuitive, home redesign expert, what? Just put it down in simple terms. We'll get more detailed later.

### **Step 2. How You Do What You Do**

How do you do what you do? In-other-words, **do you coach, heal, assist, support, guide, work with, beautify** etc. Use a simple verb that clarifies how you do what you do. This may sound similar to step one but stay with me.

Again, don't over think this...it isn't complicated.

### **Step 3. Describe Your Target Market**

Describe your target market...**specifically**. And no it isn't everyone! Never was, never will be. I don't care if you're selling skin care and you think it's for everyone because everyone has skin! You're wrong. Ninety-year-old grandpas and nine-year-old kids are probably not your audience even though they have skin.

Your ideal target market not only describes demographics and psychographics but it should **define a segment of people you can find or locate in a group**. For example, "busy moms who want to incorporate health and fitness habits into their life" might be found at Mommy and Me programs but not necessarily at the gym. This will become clearer in Step 4 as we describe the challenge your market is facing.

Let me give you another example. Let's say you are an interior designer. Do you work with anyone that's willing to pay you (don't you dare utter yes!) or do you work with "baby boomers transitioning into a smaller home who also need to

get rid of clutter before they move?" See how specific that is? When you are speaking to that exact market they can't help but think...that's me! Or I know someone that fits that description.

**Defining your market this way also makes it easy for others to refer you.**

Now, I know what you're thinking...but what about clients that don't have to get rid of clutter...won't they walk away? Of course not! Neither will those who want to move into a larger home instead of a smaller home.

Why?

Because you've created an image, a mental picture that people can easily visualize and because of that they can easily call to mind people that are similar to that portrait. But if you just say I help people live in a beautiful home it doesn't bring to mind a single image of one person that fits the bill. Do you see the difference?

**Don't forget to describe a market YOU want to work with.** I may work with service-based small biz owners who want to market their services through speaking but I don't work with people who aren't coachable, willing to do the work or don't put a value on coaching. And though that might not show up in my defining statement it is still important for me to keep in mind when I'm speaking to that audience.

If you're still not sure about your ideal target market or if you feel you can't narrow it down because you'll be limiting yourself...well, think again.

*Remember...when you market to everyone you market to no one.*

Look at it this way. When I say...most people blah blah...you immediately think...well, I'm not most people.

**Speak to the "individual" in your Defining Statement.**

**Step. 4. Gap or Pain**

Describe the gap, pain or challenge your target market is experiencing. **Think of this as the thing that keeps your target market stuck.** The "but" part of your description.

Now here's an odd thing. **Your target market might not verbalize the thing that keeps them stuck...but they'll recognize it when they see it or hear it.**

In-other-words, those moms that want to incorporate health and fitness into their lives might just feel confused or overwhelmed by choices or suffering from information overload and that stops them from starting. Listen now as I describe that target market..., "busy moms who want to incorporate health and fitness habits into their life but don't know where to begin."

Can you see how that speaks to that market? And, can you see why they will be at Mommy and Me but not at the gym?

**So, what is the "stop" or "pain" your audience is experiencing? Write it down.**

My market of entrepreneurs might be stopped because although they are willing to get up and speak to their audience about their services they might not like to sell or even sound like they are selling. So they do nothing. I can help them with that.

**This part of the defining statement is so critical I want to be sure you spend some time here before moving on to the next step.**

Try out a few things by stepping into your target market's shoes and see what fits. Question your current clients or use a survey to get responses to your description.

**Remember that you have the answer to their problem but they are still in the gap and it is the gap you want to describe—not the answer.** If you jump to the answer before describing the gap you will lose your audience.

### **Step 5. Outcome, Transformation and Experience**

State the outcome and the transformation they get from using your product or service. The transformation includes not only what you'll actually do or what they'll receive from your product but it will answer the bigger yet often unspoken desire they really want to *experience*.

For instance, my market not only walks away with a talk they enjoy, one that provides real value but also gives them the *confidence* to spread their message

seamlessly from opening to offer but they'll also gain the *peace-of-mind* that comes from being *ready* to give their talk when the opportunity arises.

I bet my target market rarely verbalizes these things. *Yet not feeling confident or ready* are the exact things that stop them from taking opportunities to market themselves through speaking.

**Can you imagine turning down the opportunity to get in front of your audience?! Don't let that happen to you!**

Dig a little deeper to get to the underlying fear. When you do, your defining statement will become so powerful clients will just flock to you.

Okay, let's put it all together and craft your Defining Statement. Go ahead and take your answers from the questions to fill in the blanks in template at the bottom of the page.

**Here's my example:**

I'm Allie Casey and I'm a Communication Coach for small business owners.  
What I do is coach service-based entrepreneurs, coaches, and healers, who want to market their services by speaking but don't like to sell, craft a talk they love, so they can spread their message seamlessly from opening to offer with confidence.

**CRAFT YOUR STATEMENT DON'T GET FANCY. DON'T GET CREATIVE. JUST FILL IN THE BLANKS!**

I'm (fill in your name) \_\_\_\_\_

and I'm a (simple title) \_\_\_\_\_.

What I do is (help, coach, assist) \_\_\_\_\_,

(target market broad) \_\_\_\_\_

who want (target market narrow) \_\_\_\_\_,

but (describe the gap or pain) \_\_\_\_\_,

(what you do for them) \_\_\_\_\_,

so they (outcome, benefit or transformation) \_\_\_\_\_.

## There you go. You now have your defining statement!

You can use it as an elevator pitch, the footing for media releases, the underpinning for your web copy and sales pages and the foundation for keeping you on track so you are attracting exactly the right kinds of clients.

If you want more help in taking your Defining Statement and turning it into your **“Personal Keynote”** so you, too, can speak to your target market and make offers with confidence then **contact me at 407-313-4967** to chat about how we can work together.

Or **go to [www.AllieCasey.com/strategy](http://www.AllieCasey.com/strategy) and join me for a Free Strategy Session!**

We'll look at where you are now in your business and decide what the most important next steps are that you'll need to take.

I provide one-on-one coaching, group coaching programs, teleseminars and live events. If you are just getting started in speaking for marketing or if you want to be a gutsy communicator in your business, negotiate powerfully and learn how to approach prospective clients with confidence let's get started now.

To your success,

A handwritten signature in blue ink that reads "Allie". The signature is written in a cursive, flowing style.

Allie Casey

Communication Coach to Entrepreneurs

<http://AllieCasey.com>

Allie Casey's

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# Speak Serve Prosper!

## Want to Market Your Services by Speaking But Don't Like to Sell?

Remember, your **Defining Statement** is just the beginning.

**Speaking is the most powerful way to connect directly with your target market and allows you to influence them face-to-face.**

If speaking is a challenge for you or if you are already speaking but find you are not **converting your talks into sales** consider getting additional coaching. That's what made the difference for me.

My gift is helping others get comfortable on the platform and transforming their message from rambling banter to valuable exchange. A powerful **"Personal Keynote"** is not a **pitch but a commanding conversation from the heart that converts your target market into buyers.**

If you're not experiencing that kind of connection with your audience, any size audience, then call me and let's have a strategy session to get you speaking, serving and prospering.

I offer numerous coaching programs from virtual intensives, to one-on-one sessions to group coaching. You won't know what you need until we talk.

[Go to www.AllieCasey.com/strategy](http://www.AllieCasey.com/strategy)

Book your session today...you have nothing to lose except your fear!