

*Sweat Serve Prosper!*  
Want to Market Your Services, Be Speaking  
But Don't Like to Sell?  
Call 407.313.4967 Today



# **Crafting Your Defining Statement in 5 Easy Steps Template**

by Allie Casey  
Communication Coach to Entrepreneurs  
[www.AllieCasey.com](http://www.AllieCasey.com)

Casey Communications All Rights Reserved

**Welcome!** You're going to love how simple it is to craft your **Defining Statement** using this template.

Just fill in the blanks while listening to the audio program and/or following the transcript. It will take you step-by-step through the process.

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)

©2012 Casey Communications and Allie Casey  
All Rights Reserved

**Copyright © 2012 by Casey Communications and Allie Casey.**  
**All rights reserved.**  
**No copying or sharing of these materials without the express written permission of Allie Casey.**

Requests to the author should be addressed to Allie Casey at [info@alliecasey.com](mailto:info@alliecasey.com).

Disclaimer and Legal Notice: The advice and strategies contained herein may not be suitable for your situation. The lesson is for informational purposes only. The author shall not be liable for any loss of profit or any other personal/commercial damages, including but not limited to special, incidental, consequential, or other damages.

## CRAFTING YOUR DEFINING STATEMENT

1. Title or description you give yourself e.g. bookkeeper, reassurance provider, small business coach, home redesign expert, personal trainer, healer, etc.

---

2a.) Use a verb to describe *how* you do what you do e.g. help, coach, assist, guide, create, etc.

---

3. Describe who you help—your target market *specifically* (hint—it's not everyone!) Be specific e.g. is it women going through divorce who are ready to make a change or busy moms who want to incorporate better health and fitness habits into their life so they can better serve their families.

---

---

4. Describe the gap or pain they are experiencing. Think of this as the “but” part of your target market description. This is what your potential clients might be thinking e.g. busy moms who want to incorporate health and fitness into their lives *BUT don't know where to begin.*

---

---

5. State the outcome and the transformation they get from using your service. Describe not only the end result such as get out of pain quickly; create a fast and effective business plan; develop a parent plan that works but also the unspoken benefit e.g. so they have

---

---

---

**NOW PUT IT ALL TOGETHER**

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) \_\_\_\_\_.

**Notes:**

---

---

---

---

---

---

**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** and 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,



Allie Casey

Allie Casey's

## *Speak Serve Prosper!*

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

Call 407.313.4967 Today



# 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!