



Module 2 Lesson 3 Attracting Your True Lifer

Use this guide to better understand the assigned lesson and put your thoughts on paper.

1. What is it that makes your business and brand more attractive?

- 1.
- 2.
- 3.
- 4.

2. You have to be okay with the fact that most people _____.

3. Trust is built _____.

4. We don't want to hide the best parts of us, we want to _____ them.

5. Boldly be _____!!!

6. What areas do you need to work on to build confidence?

7. What type of language or personality are you "turned off by"? (This will help you avoid doing those same things, even when it seems en vogue)

8. Are you doing a good job of conveying your passion for the things you're most passionate about?

9. Do people know what is important to you?



10. What part of your personality or personal values are you proud of and could do a better job of letting people know about?

11. Is your knowledge and expertise in this area being portrayed or represented in your public or social media presence?

12. Do people know why you're passionate about this?

13. What stories or experiences help people understand why you do what you do; or why you're passionate about this topic or industry?

14. Do you come across as likeable and approachable?

15. When you look at your social media, if you didn't know who you were... the assumptions you would make include:

16. Considering the person you're trying to attract, is what you're doing in social media actually what he/she is attracted to seeing? Does it serve them? Does it provide value or is it simply a great picture of me or the product?

17. What value is your lifer looking for?

18. Where is your lifer likely consuming the most media?



19. The social media platforms you need to spend more time on include:

20. Why are you so passionate about helping people in the way you do? Is your passion for your business a consistent theme in your online messaging?

21. Describe the kind of person you are speaking to when you are creating videos, blogs, and other content.

22. Trust is developed with familiarity and time together. Considering that, which platforms do you need to be more consistent with?

23. What is most important in terms of your values, character traits, and personality that you want people to know about?

24. List the things that you might need to “highlight” better about who you are and what you stand for: