

LESSON SIX

I just want to check in on how you are getting on with the exercises, so this video is more just about a progress report, to see how you are getting on and to encourage you to keep going because you have done quite a lot of work already between all the different exercises so far and I hope you understand that the exercises that you have done so far become the foundations for everything that you are going to do going forward. These are going to feed into your marketing materials, your website, when you go to marketing events or networking events, or parties, all those kinds of things. All the information that you have written down in those particular exercises so far are going to feed into all of that and everything else from here on is actually going to be easier.

If you have not done the exercises so far, I would really, really encourage you to do those exercises because you so, so need that information. If you do not do the exercises, it means that you are guessing, you are going to hit the market wrong and your message is going to be incomplete. It is not going to be exactly right for what your clients are looking for, so therefore it is going to be very, very difficult for you to get clients coming in to you.

What I would say is make sure you do those exercises, and I am going to give you really strong encouragement because it is going to make a mass of difference for you. So really this video is just to check in, just to see how you are getting on and to encourage you to move forward. Make sure you get the exercises done and then move forward onto the next videos. And I wish you very well.

Exercise 13

Progress Report

