

Creating Your Opening Play

Write out your Opening Play:

"I am a / My company is a _____
[your profession or type of company]

that works with _____
[type of clients you have]

to _____.
[very briefly describe what you do]

My clients come to me when they:

[challenge # 1]

[challenge # 2]

[challenge # 3]

Do any of those issues ring true to you?"