

Unlock Your Code

Table of Contents

- 02 Unlock Your Code
- 04 Credibility Builders (Even if You're Just Beginning Your Business)
- 06 Credibility Through Your Clients' Success
- 08 Credibility from Who You Know
- 09 Get Leverage and Six Figure Speaker Credibility
- 13 Code Statement Drafts
- 14 Self-Rating Tool



Unlock Your Code

Let's unlock your unique Client Attraction Code so that it becomes SO much easier to get clients.

In order to do this, we need to understand what the Code Statement is and how it differs from your Basic What Do You Do Statement.

Your Basic What Do You Do Statement shares the group of people you help, the problem you help them solve and the results you help them get.

Why not just share your Basic "What Do You Do" Statement?

Most basic "what do you do" statements sound just like any other coach or holistic practitioner who has attended a business training... and so it's hard for your people to determine why they should work with YOU instead of the people who sound like they do similar work.

How is your Code Different from your Basic "What Do You Do Statement?"

Your Basic "What Do You Do" Statement is like a plain hamburger. Your Code Statement is all the condiments that make your burger delicious.

When you add your Credibility to your Basic "What Do You Do" statement, suddenly, you have their attention and they will likely look at you like you're the real deal!

And, when you add in a 1-sentence snippet of your Hero's Journey Story, it can inspire them so much that they may want to immediately work with you or refer people to you.

How long should your Code Statement be?

If you're in a 1-1 conversation, your people don't have the attention span for you to share about all the intricacies of your work. So, how do you wow them in just 2-4 sentences?

If they can pay attention for longer than 15 seconds, you're lucky. So, a Code Statement is 2-4 sentences that you can memorize and that rolls off your tongue like butter.

If it's longer than 2-4 sentences, it's not your Code Statement, it's your Bio.

What makes for a great Code Statement?

A great Code Statement answers 4 main questions:

Question Your Code Statement Answers	Template to Support You	Why this is Important
1. Why are you credible?	Cultivate Your Credibility	Helps them trust you and believe that you can benefit them.
2. Who do you help?	Nail Your Niche	Helps them understand who you can help.
3. What results do you help them get?	Basic "What Do You Do" Statement	Helps them understand why they should work with you or refer to you.
4. Why do you care?	Hero's Journey Story	Helps them understand why you're uniquely qualified to help them.

When you put all of these together, you'll have your Code Statement.

Credibility Builders (Even if You're Just Beginning Your Business)

Credibility Builders	Client Attraction Code Templates	Examples
Turning point of your Hero's Journey Story and how it led you to what you do now.	<p>I'm a former</p> <p>who had</p> <p>(turning point). Now I</p> <p>(what you do).</p>	<p>"I'm a former Stanford educated business attorney who accidentally turned psychic while giving birth to my daughter in the year 2000.</p> <p>Now I bridge the worlds as an intuitive business strategist. Silicon Valley creative tech company founders, Fortune 500 executives, and visionary entrepreneurs hire me to put words to their most unique and transformative gifts, so they can both make sense and make money."</p> <p>-Mellissa Seaman</p> <p>"As a Clinical Psychologist for the past 25 years, I now support parents after the devastating loss of their baby to create hope, healing and a lasting connection to their child through the most current and evidence-based treatments for trauma and loss.</p> <p>After losing my first child at 20 weeks gestation and then the near death of my son, I found a profound way to overcome my own suffering, and have now touched the lives of thousands of bereaved parents."</p> <p>-Tara May, LMFT</p>
Your Personal Results	<p>After</p> <p>(turning point), I</p> <p>(personal results). Now I</p> <p>(what you do).</p>	<p>"After getting a divorce from a 20-year marriage and never having earned a living for myself, I built my company from zero to 6 figures in less than 3 years, published two books and helped over 1000 clients reinvent themselves. And now I help people who have been bullied by life and are doubting their potential to change their patterns, heal family trauma and reconnect with the FabYOUlicious part of themselves so they can manifest the success they desire.</p> <p>-Fabienne Slama</p> <p>"I'm Dr. Abiola Oladoke. After my own healing from tumors and severe brain and body inflammation, I've spent the last two decades helping others. I work with entrepreneurs and business owners who find themselves working so hard it takes a toll on their health. They suffer from stress, fatigue, and low productivity that prevents them from earning the income they deserve; I help them unlock, activate, and optimize their brain for success."</p> <p>-Dr. Abiola Oladoke, PhD</p>

Length of Personal and Professional Development	After _____ (years of personal and professional development), I _____ (what you do).	"As an Intuitive Business Architect with 25 years of experience, I guide Light Bearing Leaders to stop chasing the latest business trend or marketing strategy and instead create a powerhouse strategy that is unique to their life purpose and business genius. My direct connection with The Oracle allows me to quickly help my clients get out of overwhelm and into a sustainable, thriving business." -Lia Dunlap
Something Uniquely Impressive About You	_____ (something impressive about you). Now I _____ (what you do).	"I was on track to be in the Olympics for the Hammer throw before I had a life-threatening accident. I was told I would never walk again, but I walked out of the hospital 6 weeks later. Now I teach my clients how to have an Olympic mindset and overcome any obstacles." -Scott Sargeant
Certifications or Licenses	I _____ (what you do). I am a _____ (license/certification). OR As a _____ (your certification/license), I _____ (what you do).	"I help people get through their trauma, using the method that has been scientifically recognized as the most effective method with the quickest potential for healing. I am a Licensed Marriage and Family Therapist with 26 years experience, and for the past 17 years I have been supervising and training MFT Interns." -Lori Opal, LMFT "Did you know that an estimated 1 in 5 people suffer from some type of autoimmune condition? After practicing medicine for more than 10 years, I've worked with thousands of clients. And I've noticed that people with autoimmune conditions often feel frustrated and afraid because medications leave them still feeling exhausted, bloated and in pain. As a naturopathic doctor trained in both conventional and holistic medicine, I work with people to get to the root cause and heal so they can finally feel energized and have incredible health." -Dr. Jenny Mann, ND

Credibility Through Your Clients' Success

Credibility Builders	Client Attraction Code Templates	Examples
A Client's Success Story	<p>Just the other day, my client (name) shared how happy they are that they now have</p> <p>(result), when before they had</p> <p>(problem).</p>	<p>"Our clients have earned over \$100 Million collectively. And many have become some of the most highly respected and highly paid people in their field. Just the other day, our client, Nathalie Chapron, told me that she gets paid more than most celebrity stylists, when before she couldn't even pay to get her car fixed and had to ride her bike to work because she couldn't afford to fix it."</p> <p>-Jesse Koren and Sharla Jacobs</p>
Your Average Clients' Results	<p>(what you do). I've had a average success rate.</p>	<p>"I'm the founder of the Holistic Fertility Center, where we support couples who are struggling with infertility, and even miscarriages, to conceive naturally. I've had a 60% average success rate, even with the most difficult cases. I've got story after story of couples who were able to get pregnant after clearing up health concerns such as hormonal imbalances, nutritional deficiencies and genetic abnormalities."</p> <p>-Dr. Aumatma Shah, ND</p>

<p>How Long You've Had Clients / # of client hours / # of workshops led</p>	<p>I</p> <p>(what you do) for over years.</p> <p>OR</p> <p>I</p> <p>(what you do). I've led more than (events).</p> <p>OR</p> <p>I</p> <p>I</p> <p>(what you do). I've worked with more than (clients).</p> <p>OR</p> <p>For over years, I've</p> <p>(what you do).</p>	<p>"I'm the Black Woman's Sex and Relationship Coach. For over 15 years, I have helped women figure out what they truly desire both in and out of bed, learn the skills of how to ask for what they want and most importantly how to actually get it.</p> <p>After earning my MBA and working in Corporate with a horrible boss, I realized I was doing what I thought I was supposed to be doing, instead of doing the work I was truly meant to do in the world. Now I do what I want, with whom I want, when I want and help Black Women figure out what that is for them and how to get it."</p> <p>-Wendy Petties</p> <p>"I've been a spiritual guide and energy healer for over 20 years and I've led more than 500 workshops and retreats, including being an instructor at UNLV. I support women who are feeling emotionally disconnected and spiritually confused to find peace and clarity."</p> <p>-Jacqui Simpson</p>
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Credibility from Who You Know

Credibility Builders	Client Attraction Code Templates	Examples
Who You're Friends With	<p>(what you do).</p> <p>(how you are friends).</p>	<p>"You know how women speakers tend to freak out before a speaking gig and ask themselves the dreaded question: 'What am I going to wear?'"</p> <p>They discover exactly what colors and designs to wear so that no matter their age, shape or size they look absolutely fabulous on stage (or on video), and also connect more deeply with their audience, and make more sales (without giving up their authenticity). I've worked with some of the most highly-acclaimed Transformational Leaders of today who I also feel blessed to call friends and who often invite me to work with their clients, such as Sharla Jacobs and Jesse Koren, Sage Lavine, Callan Rush, Justin Livingston, and more."</p> <p>-Nathalie Chapron</p>
Who Has Endorsed You	<p>(what you do).</p> <p>(famous person) called me</p>	<p>"My husband and I own the largest holistic business training school for Coaches and Holistic Practitioners in the US. Stephen Dinan called us the #1 source for turning Coaches and Holistic Practitioners into 6-figure transformational leaders. Some of the foremost transformational leaders of today got started with us."</p> <p>-Jesse Koren and Sharla Jacobs</p>
Famous Clients	<p>After</p> <p>(experience), working with celebrity clients like _____ and _____!</p> <p>(what you do).</p>	<p>"After 40 years as a Physical Therapist, working with my own experience that almost landed me in a wheelchair and working with celebrity clients like Roger Daltry, Woody Harrelson and Bo Eason. I've created a unique and proven process to reinvent, redesign and re-imagine the aging process. Now I work with midlife women who are tired, stressed out, and in pain and want real solutions that keep them from feeling like an old lady and instead moving into grace and bliss. And in case you're wondering about how much I've slowed down the aging process, I'm 60 years of age and feel as good as I did when I was 35."</p> <p>-Erin Burch</p>

Get Leverage and Six Figure Speaker Credibility

Credibility Builders	Client Attraction Code Templates	Examples
Speaker/ workshop leader	<p>(how you've been featured as a speaker).</p> <p>(what you do).</p>	<p>"I've spoken across the country and on numerous radio shows, sharing how you can rewrite the rules of love so as a single you can have a loving soulmate beside you or as a couple, you can stop having a distant and frustrated partner. If you know women who keep attracting the same, painful "Mr. Wrong" or couples who keep experiencing the same fight over and over, I've written a groundbreaking new book called, Safe to Love Again. John Gray called it: "A groundbreaking book that redefines what it means to be in a safe, secure, and lasting relationship."</p> <p>-Dr. Gary Salyer, PhD</p>
Who You've Shared the Stage With	<p>(what you do). I've been honored to share the stage with</p> <p>(who you've shared the stage with).</p>	<p>"I work with speakers, authors, and coaches to gain clarity and confidence around their finances so that they can build wealth and live in prosperity.</p> <p>And I've been honored to share the stage with other "movers and shakers" like Jesse Koren and Sharla Jacobs, Mark Victor Hansen, T. Harv Eker, Alex Mandossian, Loral Langemeier, and Ali Brown."</p> <p>-Penelope Jane Smith</p>
Get Interviewed	<p>(what you do).</p> <p>(who you were interviewed by/with).</p>	<p>"I help cause-driven startups to build their community so they can create a movement solving some of the worlds' biggest problems.</p> <p>I was recently interviewed and worked alongside NY Times Best Selling author Tim Ferriss on his TV Series where I had sold out an event in 36 hours. I also supported WomanSpeak International to launch circles in 6 COUNTRIES in under 5 months!"</p> <p>-Cindy Manitt</p>

Writing (or Co-Authoring) a Book/Home Study Course	<p>I'm the author of</p> <p>(what you do).</p>	<p>"In the last 30 years, I've worked with hundreds of people to help them reduce pain and gain strength and stamina.</p> <p>You know how it seems like everyone is having a knee or hip replacement?</p> <p>Well, as the author of the group program, Heal Your Knee 1-2-3, and the soon-to-be-released, Plus-Size Knee Pain Solutions, I've developed a proven method to help people heal fast and get back to their life quickly with minimal pain.</p> <p>Having just sailed through my own hip replacement, I can help you live well with the joints you have and make a champion's recovery from a total hip or knee."</p> <p>-Cinder Ernst</p> <p>"I'm the author of the Hay House Book, 'The Hashimoto's Healing Diet.' For the past 6 years, I've helped hundreds of people turn around autoimmune issues without medication."</p> <p>-Marc Ryan, L.Ac.</p>
High-End Group Program	<p>(what you do).</p> <p>(who you work with)</p> <p>have joined my program to discover how to get results.</p>	<p>"I started my first company when I was 19. For the past four years, I've traveled all over the world as a digital entrepreneur, teaching women how to love the work they do while earning what they deserve and even become a digital nomad themselves, if that's what they want. Women from 20 different countries have joined my programs and I am about to publish my book, The Success Trifecta."</p> <p>-Kalyna Miletic</p>

Would you like to make your Code Statement as compelling as possible?

Here are the 5 most important questions to ask yourself.

1. Do you have any credibility that you haven't yet shared because you don't want to feel awkward or full of yourself? List it here... (including the number of people you have coached, mentored, taught, supported over all your years)? You can use the [Cultivate Your Credibility](#) Template as your guide.
2. How can you make the problem you help people solve even more urgent by focusing inside the arenas of Money, Relationships, Health, or Beauty)? [Nail Your Niche](#) Template, pages 3-4.
3. How can you describe the result in a more practical way? If someone was really struggling at 3 in the morning and could use your services, what would they type into Google?
You can use the [Create Your Basic What Do You Do Statement](#) Template as your guide.
4. How can you make your group of people more specific? You can use the [Nail Your Niche](#) Template (page 5) as your guide.
5. How can you make the half sentence from your low point or turning point more emotional and inspiring (without de-positioning yourself)? You can use [Craft Your Hero's Journey Story](#) Template as your guide.

Based on what you just wrote, add your Updated Code Statement here:

Can we make it even better? To save time, you can enlist the support of our "friendly AI robots."

Step 1: Sign up or log into Chat GPT [here](#)

Step 2: Copy and Paste your Best Working Draft of your Code Statement into the chat.

Step 3: Then above your Code Statement you can give ChatGPT one or more of the following prompts (or other prompts like this):

- » This is how I talk about the work I do to help people.
- » Please make it sound even more compelling.
- » Please make this statement 2-4 sentences.
- » Please make this friendlier and more conversational.
- » Please make the results I provide more urgent.
- » Please make this more gripping and emotional.
- » Please make this simple enough for a 12 year old to understand.
- » Please make this more enthusiastic.
- » Please make this more inspiring.
- » Please make it sound like something someone would pay \$10,000 for.
- » Please make my statement have the same tone and style of... (another code statement OR a famous person you admire).
- » Please use this mini-template (inside the Unlock Your Code template) to re-write my Code.
- » For fun: Please turn this into a rap.

Step 4: Keep giving ChatGPT prompts like this until you feel great about your Code Statement.

Code Statement Drafts

Code Statement Draft #1: (Aim for 2-4 sentences.)

Code Statement Draft #2: (Aim for 2-4 sentences.)

Code Statement Draft #3: (Aim for 2-4 sentences.)

Self-Rating Tool

Why Did We Create This Self-Rating Tool?

So you can see exactly what it will take to master this template (and track your progress toward mastery).

Should You Use This Tool to Beat Yourself Up?

Hell no! Be gentle with yourself. Mastery takes time. And love. And tenacity. Be truthful. If your score is low, get support. You will be better able to reach your people when you master this.

Keys to Mastery	Score 1-low, 10-high
1. How strong is your credibility?	
2. How specific is your group of people?	
3. How urgent is it to solve the problem and get the result?	
4. How inspiring is the 1 sentence snippet of your story?	
	Score =
Acknowledge Yourself Here:	(Divide your Score by 4) =

How Close Are You to Mastery?

1-3 "I'm on My Way". Get support from Your Thrive Business Coach to raise your score.

4-6 Good. Better than 90% of entrepreneurs. Time to use this template with potential clients!

5-7 Great! You should see great results when you use this template!

8-10 AMAZING! You have attained mastery that will make you magnetic to clients.

When Are You Ready to Use This Template With Potential Clients?

Many Thrivers are making 6 and 7 Figures because they had the audacity to use templates before they felt ready. If you scored 1-3, get support. If you scored 4+, you are ready enough. Start now, and watch yourself soar. You are unstoppable.