



# How to Position Yourself Like a Rock Star

Positioning yourself well is one of the most important aspects of getting clients. You will most likely not be able to use all of these positioning pieces... but the great news is you only need 1 great positioning piece to come across to your potential clients as a Rock Star!

Instructions:

1. Circle your Top 3 most impressive positioning pieces.
2. For each of your Top 3 Positioning Pieces, write a conversational phrase you could insert into a conversation in the 4th column.
3. Put a #1 by your most impressive Positioning Piece. This will be the phrase you use in Stage 1 of your Heartselling™ Conversations.

Positioning Piece	Minimum to Be Impressive (if it's not impressive yet, use something else).	Example of Positioning Yourself with Expertise AND Humanity	How You Might Phrase This (in a conversation)
Your Hero's Journey Story	You struggled with the same problem your people have, and you are 2 (or more) steps closer to where they want to be	See the <a href="#">Hero's Journey Story (.doc .pdf)</a> Template	
Your Personal Results	<p><u>Money Niche:</u> \$10,000 Month 6 Figure Year Million Dollar+ Career</p> <p><u>Health/Beauty Niche:</u> People comment on your radiant energy &amp; beautiful/vibrant body</p> <p><u>Relationship Niche:</u> The passion and love you emanate when you speak of your partner</p>	<p><u>Money Niche:</u> When I had my first 6 Figure year... it was exciting, fun, and extremely humbling... because while I was so STOKED to have reached this milestone, I still remembered when I was struggling like crazy and had no clue how to get even one client.</p> <p><u>Health/Beauty Niche:</u> I actually feel REALLY good these days! And it's especially amazing because years ago, I would wake up feeling like crap, every single day.</p> <p><u>Relationship:</u> I'm so fortunate to be in an amazing relationship. Just the other day, my love _____ (name) did _____ (brought me flowers), and I started to tear up because it's so amazing to feel so well-loved when years ago, I was cycling from one horrible relationship to another.</p>	
A Clients' Success Story	If you share one client's results, you want it to be impressive enough that your potential client would be happy to pay \$5,000+ to get the same result.	See <a href="#">Client Success Story Formula (.doc .pdf)</a>	

Your Average Clients' Results	If you track your clients' results and find that 75% (or more) of your clients are getting above average results.	A while back, I polled all of my clients, and discovered that on average, my clients reduce their back pain by 82% in the 10 sessions I do with them.  This was so inspiring to me, because up until I did the research, I had an inkling that I was making a difference, but had no idea that my clients were experiencing such great success.	
How Long You've Had Clients / # of client hours / # of workshops led	About 10 years working with clients.  Over 1,000 client hours  I've led over 100 workshops.	I've been helping my clients for about 10 years now, and let me tell you... it's been the most amazing, humbling and powerful journey of my life. I LOVE my clients.	
How Long You've Studied Your Profession (Personal Development PLUS your niche):	About 10 years	I've studied personal development and _____ (your niche: health, money, beauty, or love) for many years. During this time, many people have been drawn to me, and asked for my support. Enough people have approached me that I decided quite some time ago, to dedicate my life to helping a LOT/hundreds/thousands of people overcome this problem.	
Who You're Friends With	Someone Semi-Famous or Famous That Your Potential Client would almost certainly know and respect.	I was having lunch with _____ and I was so moved that he believes in my work so strongly. He was one of my first mentors in the personal development industry and now I'm so glad to call him a friend.	
Who Has Endorsed You	Someone Semi-Famous or Famous that your Potential Client would almost certainly know and respect.	Recently _____ (name) endorsed my work. While it was a HUGE honor, I was especially touched by this because for years, I was one of _____'s biggest fans.	
Famous Clients	Someone Semi-Famous or Famous that your Potential Client would almost certainly know and respect.	I've been blessed to work with clients from all walks of life: From high profile celebrities to _____, to _____. I love my clients and I love my life.	
Writing (or Co-Authoring) a Book/Home Study Course	Publishing a book or Home Study Course is impressive. If you can add Award-Winning, Best-Selling Author, it increases your positioning.  If you can say you sold hundreds/thousands of copies, this helps also.	I've been fortunate enough to have published/created a book/home study. And I am especially touched by this, because many years ago, when I was really struggling, I dreamed of creating a body of work that would change the lives of _____ (hundreds/so many) people.	

Speaker/ workshop leader/ teleseminar leader	Just simply being a Speaker/Workshop Leader gives you instant credibility.	Recently, I spoke at an event. People came up to me at the end and said “_____.” And it really moved me, because many years ago, when I was really struggling, I dreamed of speaking to groups like this.	
Who You’ve Shared the Stage With	Someone Semi-Famous or Famous that your Potential Client would almost certainly know and respect	Recently I was invited to share the stage with _____(name). While it was a HUGE honor, I was also extremely nervous because I am such a big fan of this person.	
Interviewed on radio, TV, or teleseminar	Simply saying you were interviewed gives you credibility and TV is extra credit.	Recently, I was interviewed by (on _____ station or channel). I received a lot of great feedback at the end and it really moved me, because many years ago, when I was really struggling, I dreamed of being interviewed and sharing my gifts with the world.	
Your Appearance	Dress Two Notches Higher than your Potential Clients  Dress like you’re making 6 Figures  Dress in a way that people give you compliments	<i>Nothing needs to be said. You’ll know how you’re doing by the feedback you get.</i>	
Something Impressive About Yourself <i>(Sharing this in Step 1 might or might not make sense in the conversation)</i>	Anything that makes your Potential Client go “Wow! You did that?” It doesn’t even have to be related to your niche.	There’s not many _____(Coaches) who can say that they _____ (eg. climbed Mount Everest, hitchhiked across the country, raced motorcycles, had a near death experience, etc.).  This was especially hard for me because I had _____ (challenge).  But since I was able to accomplish this, I feel like I can do anything... helping people get _____ (result) feels like a piece of cake.	
Certifications or Licenses	Like it or not, in our society, the most impressive credentials are MD’s and Chiropractors. The more woo-woo your title, the less positioning it gives you amongst the mainstream. This just means that for some people, you have more leverage with your title and others, you’ll use other positioning pieces.	I became a doctor because I deeply wanted to help people. It’s been a long and wonderful journey, and I’m so grateful I get to help so many people.	

# Positioning FAQ's

## How Do You Start Doing This If You Have Spent Many Years De-Positioning Yourself?

Positioning yourself is like working out. When you first start doing it, it feels like a very weak muscle. It feels awkward and it's easy to feel like you're the very thing you've been trying to avoid (arrogant, fraud, egotistical) for many years by de-positioning yourself. But it's a muscle worth flexing.

Simply choose a positioning piece. Write down a conversational phrase where you use that positioning piece. Practice it in front of the mirror. And trust that it will become easier and easier, each time you say it.

## How Do You Stay in Integrity While Still Positioning Yourself Powerfully?

Positioning yourself well is the art of shining the best possible light on the truth of who you are, who you know, and what you've done. If you are portraying yourself in a way that stretches the truth, the cost of positioning yourself is not worth the gain that the positioning gives you. The lack of alignment you'll experience has way more power to destroy your business than the gain from positioning yourself in an untruthful way could have to help your business.

The question to ask is: Would a reasonable person who loves you, if they knew what you know, agree that this is a valid statement? If not, adjust the statement so it is valid. Or choose not to use it.

For example, if you were to come up on stage for Breakthrough Coaching with me (Jesse), and then later say that you "shared the stage with me," this would be a case of stretching the truth that could break trust and have you feel like a fraud inside. But if I invited you to be a guest speaker, then this would not be stretching the truth.

Or for example, if you had one person fly in from France and attend your workshop, it would be stretching the truth to start calling yourself an international speaker. But if you've led decent-sized workshops in 5 or more countries, a reasonable person who loves you would agree that you could call yourself an international speaker.

Last example: If you've been in business 6 years and you say "I've been in business for close to 10 years", that would be stretching the truth too much. But if you were in business 9 years and you say that "I've been in business for close to 10 years", that feels accurate enough to work for my (Jesse's) integrity meter.

# 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 impressive is your positioning statement so far?	
2. How much do you add humanity/heart/humbleness to your positioning statement so far?	
	Total Score =
Acknowledge Yourself Here:	Divide Your Score By 2 =

## 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.

## Where Can You Get Support?

1. Your Thrive Business Coach. 2. Check out [Get Consults - Position Yourself](#) in the Client Attraction Mastery 2.0 in Bonus section of the Member HUB. 3. [Thrive Membership Facebook Group](#). 4. Group Mentoring Q&A Call. We're on your team, and want you to win.

## 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.