



FUNDAMENTAL *Foundations*

WITH HEATHER HARTMAN



FUNDAMENTAL *Foundations*
WITH HEATHER HARTMAN

Hey, **Gorgeous!**

I've created this worksheet to help you figure out **what** the heck you are supposed to be doing and **who** the heck you're supposed to be doing it for. Dig deep and answer all of these questions with **rigorous honesty**. In the end, you'll have a better idea of your purpose and be able to **refine** and **perfect** your new elevator pitch!



FUNDAMENTAL *Foundations*

WITH HEATHER HARTMAN

How will you help your ideal clients?

What makes you different than everyone else offering this service?

Why are you passionate about helping your clients?

What do you call yourself?

What milestones/checkpoints will you take your client through?



FUNDAMENTAL *Foundations*

WITH HEATHER HARTMAN

Where will you find your clients?

Why will they choose you?

What is your target number of clients?

How will you price your services?

Where do you see yourself in 5 years?



FUNDAMENTAL *Foundations*
WITH HEATHER HARTMAN

Did this exercise bring you any **clarity**?

Sometimes it's **incredibly powerful** to take a moment to examine where we are in relation to where we want to be.

Now is the time to release your fears of failure and shoot for your dream life.

Now you're ready to write your elevator pitch! Make sure your pitch is all about where you **WANT** to be.



FUNDAMENTAL *Foundations*
WITH HEATHER HARTMAN

My name is _____ . I am

Name

a _____ who _____

Job Title

What do you do?

for _____

Who do you do it for?

because _____

Why do you do it?

WHO IS HEATHER HARTMAN?

HI, I'M HEATHER! I'M A VISIBILITY & BIZ
COACH FOR THE UNAPOLOGETIC HEART
CENTERED SERVICE BASED
ONLINE FEMALE ENTREPRENEUR.

MY PASSION FOR HELPING WOMEN BE SEEN
IN THE ONLINE SPACE REALLY STEMMED
FROM MY OWN FEAR OF GETTING STARTED,
AND NOT FEELING GOOD ENOUGH TO
REALLY SHOW UP AND GIVE VALUE.

SELF DOUBT, FEAR OF FAILURE, REJECTION
AND YES – EVEN FEAR OF SUCCESS, HELD ME
BACK FOR A LONG TIME. IN FACT, THESE
THINGS KEPT ME STUCK IN A CORPORATE
ENVIRONMENT FOR NEARLY 20 YEARS
WHERE I NEVER REALLY FELT LIKE I COULD
FULLY BE MYSELF.

I BELIEVE THAT NO WOMAN SHOULD EVER
FEEL THE NEED TO "HIDE" OR SETTLE IN
ORDER TO SURVIVE. AND I LOVE HELPING
MY CLIENTS GET PAST THEIR OWN FEARS
OF SHOWING UP, SO THAT THEY CAN
CREATE A BUSINESS AND DESIGN A LIFE
THAT THEY NEVER NEED A VACATION
FROM!

I'D LOVE TO INVITE YOU TO SCHEDULE A
FREE STRATEGY SESSION WITH ME TO SEE
HOW I CAN HELP YOU TAKE YOUR BIZ TO
THE NEXT LEVEL!

TAP THE RED STAR TO BOOK YOUR FREE
CALL!

