



BRIDGE TALK™ BUILDER

Create your Bridge Talk™ with the following structure:

 WHO DO YOU HELP?	 WHAT PROBLEM DO YOU SOLVE?

If you have completed your niche identification in the FOCUS section of your Growth Journey, enter your niche above.

Enter the key problems you solve for clients above.

- What are the most important to them?
- What is the actual benefit they experience because you solved that problem?

PUT IT TOGETHER:

I help/we help [NICHE MARKET] + [PROBLEM YOU SOLVE].

I HELP/WE HELP	NICHE MARKET	PROBLEM YOU SOLVE

TELL ME MORE:

When your potential client says, “*What do you mean by that?*” or “*Tell me more,*” what are 2 or 3 key points or nuances you could share to demonstrate a real difference and engage them further? What’s a question you could ask to continue the conversation?