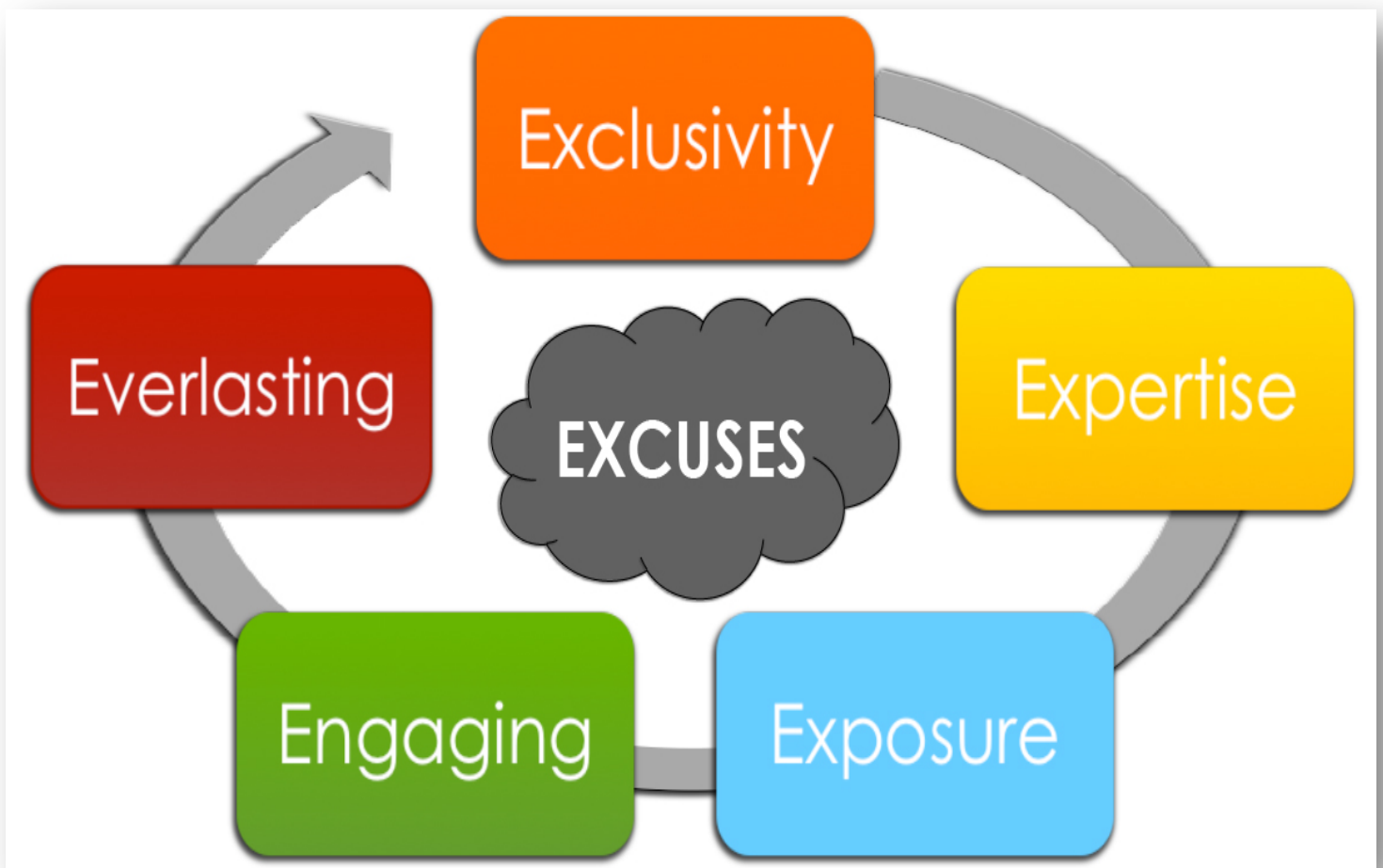


Business with Es model

"A mind that is stretched by a new experience can never go back to its old dimensions."

Oliver Wendell Holmes, Jr.



This model takes you systematically through the 5 Es you need to create your business presence.



Expect More...

Exclusivity:

Choose who you ideally want to work with – your perfect client. Doing this helps you to focus how and where you promote yourself and your business. Spend some time really thinking about who you enjoy working with, what you like about this, what makes you want to work with these people, what you want to get paid, how you want to work – and make sure it fits with the person you've chosen.

Expertise:

What have you got to offer people? What problems do you solve for them. How do you do this? What credibility, qualification & experience do you have to be doing what you do and how do you demonstrate this to people?

Get clear about what you want and what you have to contribute first – this makes action so much easier



Exposure:

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Where do you need to be – where do your ideal clients hang out, what do they read, where are they online, what is your best way of meeting them and starting to build relationships?

Engaging:

This is about the story you tell. How you connect with your ideal clients, effectively it is how you demonstrate the things you talked about in Expertise.



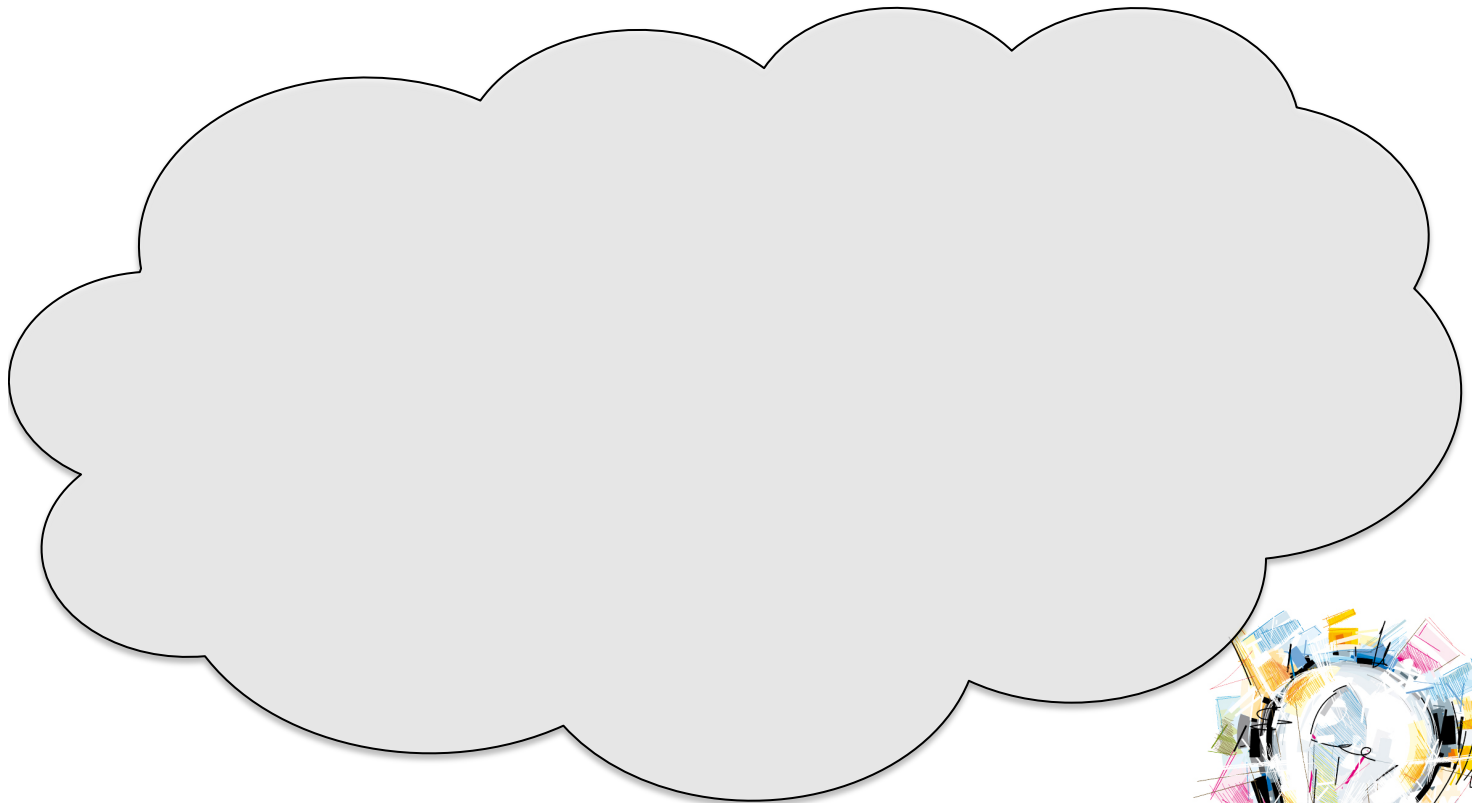
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Everlasting:

What do you do to build long-term lasting relationships? How do you create a sense of belonging for clients and people you connect with? Why should they stay with you?

Just remind yourself of the Excuses you make:

Remember they are not real – they are things you have created from fear or lack of clarity. Your excuses are holding you back they to stop yourself from achieving what you want.



Expect More...