

Two examples to help you craft your own verbal identity

Example 1.



Her ideal clients – Fintech brands

She clearly articulates what she does.

Example 2.

How Would You Spot My Ideal Client?

Young couples that currently have two incomes but are starting to worry about the expense involved in starting and raising a family. Typically, they are more interested in how comfortable their home is than what kind of car they drive.

How To Best Communicate What I Do – for a CPA and Financial Advisor

I show couples how to take what they already make and retire in style.

I have created and refined a precise passive investing system that is both safe and has outperformed every other investment index over the last 10 years.

In addition, my services are all provided on a fee-only basis, so I have no need nor desire to sell products. I only provide advice and planning.

