

# Profit With Purpose program

Module 3:

## Show Up

FLOORTJE LOPES

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**WHOOOP, you  
already made it  
half way through  
the program!**



**\* throws virtual confetti \***

Let's dive right in, because this is where the real work gets done and you practically start working **ON** your business.

In this module I am guiding you through the essential elements to go from hidden gem to go-to expert in your market. We dig into all the important aspects that will boost the way you show up in the market and how you will attract the right people (+ define who they exactly are and how to communicate with them for maximum results).

I am very excited to share these steps with you, because my clients have created epic, mind blowing results with it. The information in the videos will enable you to take your brand and business to the next level, attract your ideal clients and create the results you desire.

And yes, this one requires your full presence and focus. So, make sure you block the time and you turn off all distractions for this moment.

**Let's get going!  
Floortje**



## Video 1: Show up as a Leader

As a purpose driven and ambitious entrepreneur it is your duty and awesome responsibility to show up in front of your clients and make sure they see you. Because if no one knows that you exist, it is very unlikely that they will buy from you. Therefore we need to clarify all the right steps so you can start showing up as a Leader and to be perceived as the only option by your ideal client.

**Are you ready?**



How do I show up in the market right now?

Give yourself an honest evaluation and grade for this.

Grade yourself on both options below. From 1 (= not at all) to 5 (= totally my thing)

1

Best kept secret    1    2    3    4    5    Go-to Expert

2

How do I want to be seen in the market and by my ideal client?

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## 6 Marketing Journey

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**Step 1)**



**Step 2)**



**Step 3)**



**Step 4)**



**Step 5)**

## 7 How can I upgrade my marketing journey?

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What is my main action to make sure more people know me?

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What is my main focus point to make sure the *right* people like me?

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What can I do to enhance the trust and credibility from my ideal client?

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11

How can I use the above steps to make people buy (more)?

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12

How will I upgrade the customer experience for my clients so they will stay with me and become loyal ambassadors?

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**“Happy clients are the best business model”**







## Video 2: Creating relevancy

You've probably heard more than once that consistency is the name of the game. Well it's not! Although it is super important, there is a very important step that comes BEFORE the consistency and that will enable you to connect with your audience on a deeper and more profound level that creates instant likability and credibility, which lead to willingness to buy. And that step is RELEVANCY!

Let's dive right in!



How much conscious attention on relevance have I used in my content up till now?

1

Grade yourself below from 1 (= Not on my mind) to 5 (= Owing it).

Not on my mind    1    2    3    4    5    Owing it

2

In what way would adding more relevance benefit the way I communicate right now?

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6

Which authentic part of myself, my personality and my life do I want to show more to build the human connection with my ideal client?

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7

Which other topics than my main product or service are relevant for my client? (lifestyle, sports, design, food, traveling)

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How can I use that in my content, so I connect with them on multiple levels?

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## Video 3: Target audience

A business without clients is not a business. Knowing who your ideal client is, is crucial in the process of finding the right clients – the ones you want to work with MOST and that are willing to pay your prices –, effectively streamline all your marketing efforts and create a long-term relationship with them. Because what will make your business wildly successful is a loyal audience that will buy from you continuously.



1

The most effective definition of target audience =

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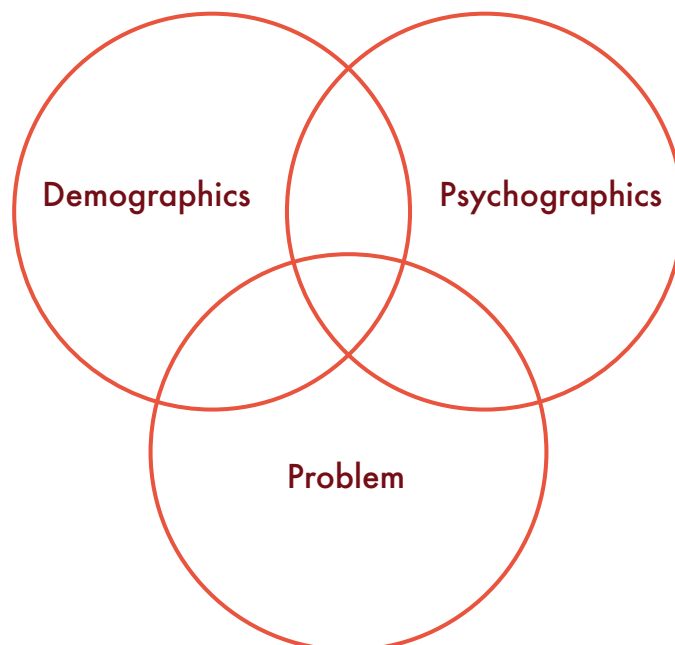
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**2** The demographic details to define my ideal client:

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**3** Psychographic details that characterize my ideal client:

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**4** Problem, frustration or unfulfilled desire that my ideal client has right now:

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**5** What can I do to get to know my clients better?

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**6** Who - that I know - can I ask those questions?

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**7** How can I tap into the needs and desires of my clients (more)?

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Which solution do I have that closes the gap between their reality (frustration, pain) and their dream (desires, goals).

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What can I change in my offers and marketing today to create more relevance and urgency to buy my products?

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## Video 4: Leader Positioning

With your vision, talents, experience and dedication to serve your clients you are a true Leader. The challenge is mostly to float to the surface when the market place is so crowded and oversaturated. Standing out as a Leader and be perceived as one will boost your sales and the impact you can make in the lives of all the people you reach.

**So let's not waste any time to make you show up and stand out as a Leader.**



**1** My Brand Message\* that defines all that I stand for is:  
(\* In case you need some help, go to the section "extra questions" and use the answers you write there to compose your brand message.)

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**2** The Marketing Message for my signature product or service is:

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# "Confused people don't buy"

## 3 Positioning statement steps:

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**1) Use the questions from the previous video to describe the target audience you want to focus on.**

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**2) Develop a list of 'wants' and 'needs' your ideal client has that you intend to meet.**

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**3) List your product/service's benefits that uniquely meet these needs.**

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**4) Use the lists of customer needs and product/service benefits to finish this sentence:**

**When my ideal client thinks of my product or service, I want them to think:**

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**5) Evaluate your positioning statement by making sure it's simple, clear, and consistent.**

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**6) Get the word out to everyone by consistently communicating your positioning message in everything your company does for your perfect audience. Which (online) channels are most effective to connect with my audience?**

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## Extra questions:

**1** What do I believe in and stand for? What is my WHY?

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2

What do I want to change in the world?

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3

What experience did I have or what challenge did I conquer that I can help other people with?

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# Conclusion

Give yourself a big hand: You got to the end of module 3!

Acknowledge yourself for a second for actively working on your level up. Many people have the dreams, but very few are willing to do the work.

Take a moment to think about and write down your biggest insight(s) from this module. When you go over the assignments and notes in your workbook filter out all the biggest realizations or things that stood out to you and write them in the section below, so you can start using them immediately. The more concrete you define them, the easier it is to implement it in your business.

## My Insights:

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Don't forget: Implementation is key! So what are you going to do as from today with your new insights and realizations? Choose maximum three actions from this module to work on.

## My new actions:

**1)** \_\_\_\_\_

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**2)** \_\_\_\_\_

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**3)** \_\_\_\_\_

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