



Why Clarity Matters

- Clarity builds confidence and attracts the right clients.
- Clear communication ensures others remember and refer your message.

Crafting Your Message

1. Pillar 1: What You Do

- Write a clear sentence about what you do. The thing that lights you up!
- Example: “I help women build a healthy relationship with food so eating feels simple, joyful, and stress-free.”

2. Pillar 2: Who You Serve

- Be specific about your dream client. If you had one specific client over and over again
- Anybody?
- Example: “Busy English-speaking moms in Israel who are juggling family life and crave simple systems to feel more in control at home.”

3. Pillar 3: How You Talk About It

- People remember clarity and results. What makes you unique in your industry?
- I help [who] [do what] so they can [benefit/result].
- Example: “I help new English-speaking immigrants in Israel grow their small businesses by writing websites and social media copy that connects with Israelis.”

Exercises for Clarity

- **Exercise 1:** What is your dream- if nothing was holding you back: money, time, excuses, etc.
- **Exercise 2:** Write a 1-line description of your dream client. “My ideal client is...”
- **Exercise 3:** Clarify how you introduce yourself to drive referrals.
I help [who] [do what] so they can [benefit/result].

Implementing Clarity and Summary

- **Sharpen Your Pitch:** Use your clarity statement to connect with others.
- **Refine Your Marketing:** Speak directly to your dream client in conversations.
- **Attract Referrals:** Clear messaging leads to the right people remembering and recommending you. Clarity sparks recognition, instantly think of someone they know. (elevator pitch)