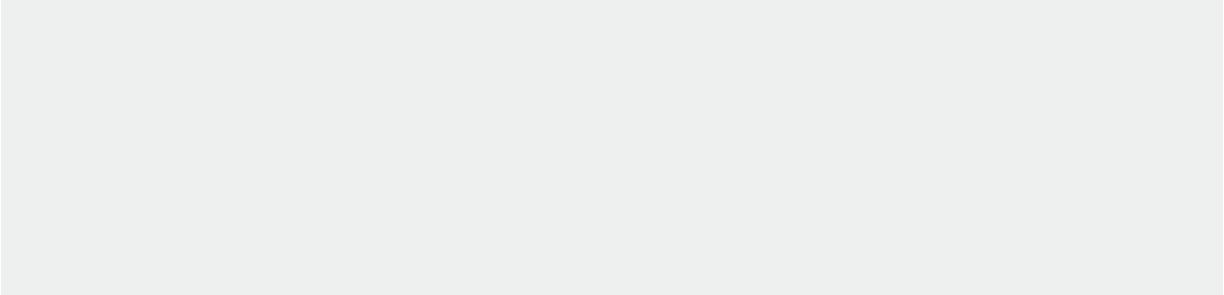


26 QUESTIONS TO ANSWER ON YOUR WORK WITH ME PAGE:

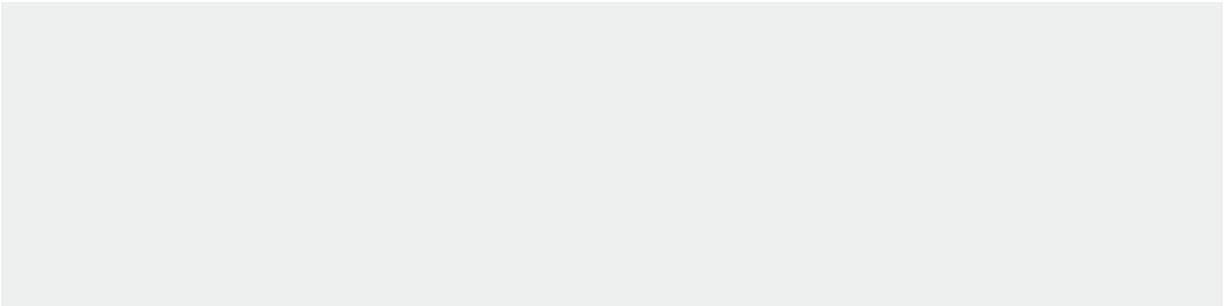
The Who:

Who is a good fit for your service? Whose problems do you solve?

Try to go beyond “entrepreneurs” or “women”. What do all of your ideal clients have in common?



Who is NOT a good fit for your services? What would be the line between someone who *is* and *is not* a good fit?



The What:

What is the overall structure of your service?

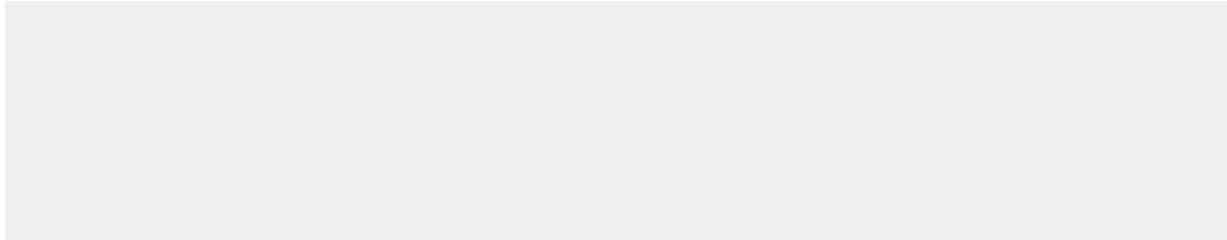
What is included in your service?

What's included in each phase or step of your service?

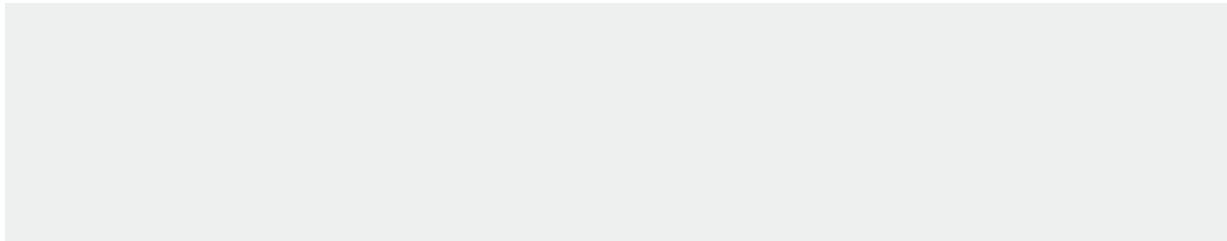
What are the results of the service?

The Where:

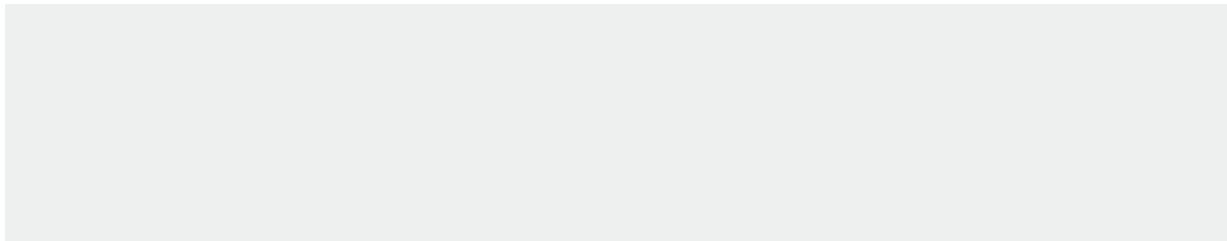
Where does the service take place?



Where are the “materials” I need to take part in your service?



Where do I sign up?!



The When:

When does each part of the service take place?

When can I expect to work with you?

When do I get my materials?

The Why:

Why should I care about any of this (address this question for EVERY SINGLE feature of your service)

Why does this service exist in the first place?

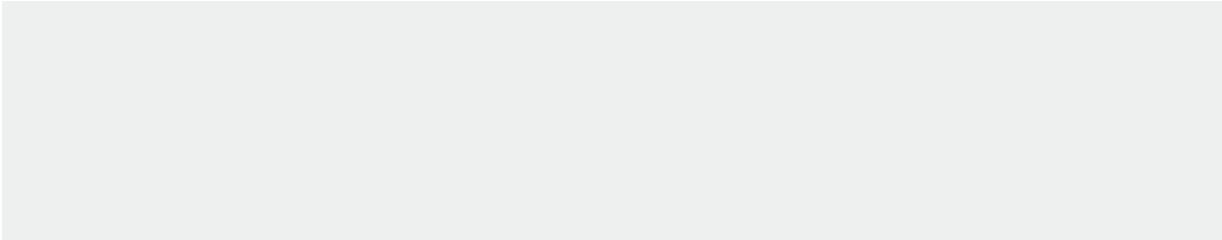
Why are you the right person for the job?

Why do I need this service right now?

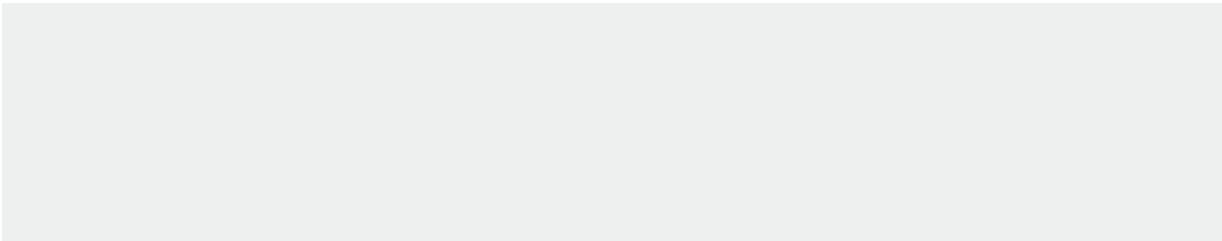
Why is this service organized in this particular way?

The How:

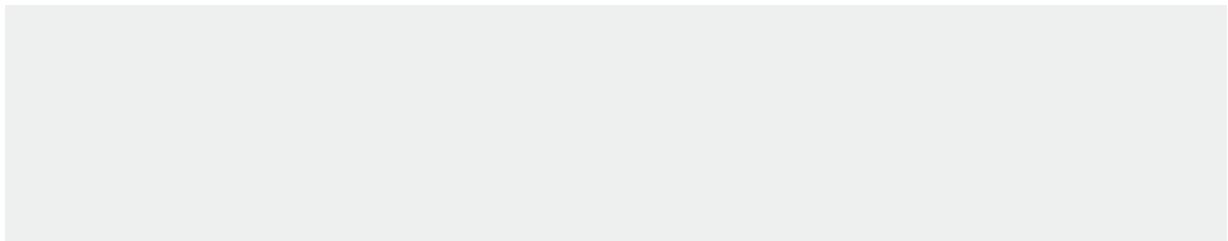
How are you going to get me the desired results?



How do I sign up to work with you?



How do you get me from where I am right now to where I will be when we're done working together?



The How Much / How Many:

How much does it cost?

How much is it worth?

How much one-on-one contact can I expect?

How many sessions / calls do we have?

How many steps are involved?