## How do you talk and inspire?

## LANGUAGES

#### Innovation

Language of creativity and challenging the status quo

### **Passion**

Language of emotion and relationships

#### Power

Language of confidence and authority

### **Prestige**

Language of excellence

#### Trust

Language of stability and consistency

## Mystique

Language of substance and listening

#### Alert

Language of details and precision

## INSPIRATION TYPES

#### **Affiliate**

Connection, being part

#### Coach

Steps, show how it's done

### **Democratic**

Hear everyone

## Visionary

Imagine when...

## **Empathetic**

I understand, I'm with you

#### Command

Sorry, but we have to do this now

#### Cocriate

Let people create with you, make it their own and feel like it's theirs

## WORDS

## Who are your ideal people?

What psychological traits, personality characteristics, passions and values do they have?

MUST BE...

BUT I WOULD LOVE IF THEY ALSO...

I WANT TO WORK WITH THE ONES WHO...

## Discover how you're different



## YNI

Write 3 to 5 words that describe your personality. Things that people who know you and like you always point out. If you're not sure, ask friends and people you consider being an ideal client (even if he or she is not your client yet). Try to remember compliments you received that made you smile.

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## COMPETITION

Take note of things that annoy you on your market. What other players do that you despise. What you wouldn't do, no matter what and what type of people you don't want as clients.

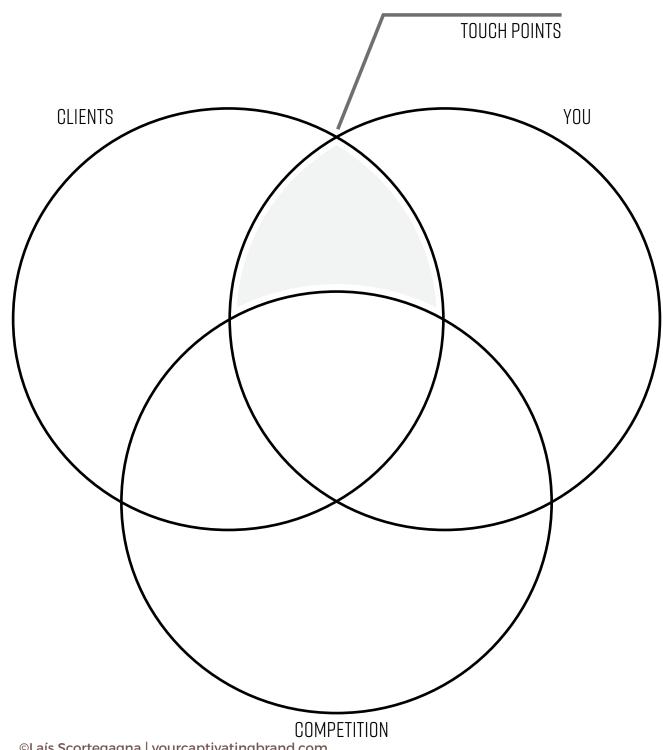


## **CLIENTS**

Now write 3 to 5 psychological characteristics of your ideal clients. Don't think of demographics. Your ideal client is a lot more than that. How he or she thinks? What are they dreams and nightmares. Think about what they most want in life. What drives them.

# **Touch points** diagram

This will help you visualize how you can be different from your market and atract clients that would love to meet you.



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