

Building Your Collaborative Practice

Exercise 2 – Your Core Message

1. What are your professional passions – why do you choose to do what you do?

What do you care enough about that your passion shows when you talk about it?

2. In what way do you stand out from the crowd of your fellow professionals?

What is special or different about what you do?

3. Think like a client – what is REALLY important - money, relationship, safety, self-esteem, secure future, pain free resolution, other?

What does your ideal client need to hear from you to feel better?

4. Write a short, direct sentence of what you do for your clients – it should reflect both what is special about what you do and what you think is most important to your ideal client.