



# REWORK YOUR WORDS:

## **What to Say So Clients Get What You Do & Why They Need You**

Behind-The-Scenes Secrets to the exact words you need to educate your clients in a way that's AUTHENTIC, CLEAR & CONCISE and not manipulative or sales-ey.

# LETTER FROM ATJ

Welcome, I'm so glad you're here!

Before we get started there are a few things I want you to know:

It's never too late to start building the business you always dreamed of. We start out excited and strong and, sometimes, we lose our way. I know I have, many times. But I also know that watching the WORDS I use in my own head and being intentional about the words I use with my clients has made ALL the difference for me and my portrait studio, and I know applying these steps will do the same for you.

**Everything I'm going to talk about in my upcoming FREE Masterclass is 100% DO-able by YOU.**

Making big changes can seem overwhelming when you are starting out. They might be even MORE overwhelming if you are revamping an existing system. So, to keep you out of the weeds, start simple with principles you'll learn today and just keep ReWorking until it's right!



# 3 WAYS TO GET THE MOST FROM THIS WORKBOOK

- 1** Save this workbook or print it out and use it during our Masterclass to stay fully focused and take notes on specific actions you want to implement right away.
- 2** Think of ONE QUESTION you would like me to answer while we are together. If I don't answer your questions during the Masterclass, you can ask it during the Q & A at the end.
- 3** To maximize your time on this FREE Masterclass, at the end of the live class, decide on ONE. SINGLE. ACTION. you plan to do in the next 24 hours. Acting immediately will give you instant momentum to start seeing BIG results.

# YOUR QUESTIONS

## FOR THE MASTERCLASS

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# STRATEGY

## #1 WORDS YOU SAY TO YOURSELF

The words you say to yourself which will convince you how much your talents and your service brings to your client's lives.

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# STRATEGY

## #2 THE WORDS TO SELL ON VALUE NOT PRICE

The Words to Sell on Value, Not Price, by communicating value in everything you do (from social media to website) and how to rid yourself forever of the addiction of marketing on discounts.

1

2

3

# STRATEGY

## #3 THE ACTUAL WORDS

The Actual Words that ATJ uses in her portrait studio every single day. A clear way to talk about your work that will educate your clients instead of "selling" them.

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# AHA MOMENTS & THINGS TO DO

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