



Illuminating Veterinary Women's Retreat

Empowering women & reigniting passion.



Give yourself credit for all you have accomplished while supporting each other! If you need a reminder, simply look at your Resources and Handouts page:

<https://illuminating.catalystvetpc.com/ivwr-handout-resource/>

- Defined your Personal Values, Vision & Mission
- Evaluated and updated your calendar, creating space, intent and time for personal and work related events and tasks
- Shared your vision, expressing your intent for your life/career
- Solidifying your branding, updating your LinkedIn Profile and alignment with webpage
- Identified self-sabotaging habits
- Vision of your Ideal Day (is it time to re-visit this exercise, there may have already been a shift?)
- Leading your day with intent in time management, self-care and service

Craft a Video moving your **Ideal Client to Action**

Regardless of your business or your role in that business, you have clients. Identify your **ideal client** in as much detail as possible. Don't be embarrassed that you know them so well you have a

- Age, sex, number of children, marriage status
- Household income
- Education level
- Know their challenges, their pain
- Where they live
- How they want to receive information from you
- Social media preferences
- How compliant/committed are they to your services/goals?
- Lifetime relationship, define it
- How do they pay?

- What do they value?

Create and share a short 3-5 minute video explaining to your ideal client the following:

- **Offer Name**
 - Attractive title
- **Offer Subtitle**
 - Full Sentence Describing the Offer Powerful, Motivational Language
- **Targeted To**
 - Describe who this offer is ideal for
- **Emotionally Desirable Result**
 - What is the result your clients are excited to invest in receiving?
 - What challenges do you have SOLUTIONS for?
 - Know their challenges so well they think, “How do they know that about me?”
- **Offer Length**
 - How much time does it take to produce your result with your offer?
- **Signature Service/System to Produce Result**
 - Place Link Here or Insert Below
 - In the comments below sign up at www.motivateme.us (an example!)
- **Program Features**
 - What features are included to help them achieve the result?
 - Personal attention, top quality product, group synergy? Describe it.
- **Investment**
 - What do your clients happily pay for this result
- **Offer Description**
 - 3 - 5 Sentences on the Offer/Program
- **Offer Benefits**
 - What happens if they do take you up on your offer?
- **Offer Cost of Inaction**
 - What happens if they don't take you up on your offer?
 - What is the cost of NOT participating? What is the missed ROI?
- **Offer Storyline and Copy**
 - For Social Media/Marketing Plan