FREE GUIDE

Find your through-line.

Excellent work only gets you so far. What takes you further is saying, in one sentence, what you do that others don't. That sentence is your through-line. Set aside 30 minutes and write your answers by hand.

1 List five moments in your career when you were proudest of your work. For each, write what you actually did.

2 What do people come to you for without being asked?

3 In each of those moments, what did you do that someone else might have missed?

4 Which work gives you energy, and which drains it, even when you do it well?

5 Finish this sentence three different ways: "I'm at my best when..."

6 Read everything back. What repeats? Write it in one sentence. That is a first draft of your through-line.

AN EXAMPLE, NOT A REAL CLIENT

"I take stalled, messy projects and make them clear enough that other people can finish them."

Now you have a sentence. What is it worth?

Bring it to a free 40-minute call, and we will turn it into your next step. Book a free call

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