

# **Bottle Your Brilliance**

# **Get More Clients**

*5 basic keys to bottling your brilliance workbook*

# Key 1: WHO

CLIENT	PROFITABILITY SCORE /10	ENJOYMENT SCORE /10	VISION SCORE /10	TOTAL SCORE /30

Credit: Agency Game Plan from [www.lucysnellonline.com](http://www.lucysnellonline.com)

# Key 2: WHAT

	SECTOR						
		B2B	B2C	FMCG	CHARITIES	FINANCE	OTHER
Advertising							
Content marketing							
Content strategy							
Digital							
Technical							
Other							

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# Key 3: HOW

*How do you work with clients and how do you make their job easier?*

*What processes or frameworks do you follow?*

*What's do clients like about your approach?*

*What's unique about the way you work?*

# Key 4: WHY NOT

*What frustrates you in your industry?*

*What's missing from the conversation in your industry ?*

*What matters that people aren't talking about the way they could?*

*What weird things do you believe (or do) that others don't?*

# Key 5: YOU

*We tend to work best with people who share our values.*

*What are your values?*

*Check out the accompanying values worksheet*

# Put It Together

Bring it all together into a statement that says what you do, who you do it for, how you do it and what drives you, whether that's your 'why-not', your core beliefs or your values.

**I PROVIDE** [*what*] \_\_\_\_\_

**FOR** [*who*] \_\_\_\_\_

**BY** [*how*] \_\_\_\_\_

**BECAUSE** [*why*] \_\_\_\_\_

*Play with the order, turn up the volume on one part or omit it all together. Most of all, play with the language because that's one of your superpowers.*