

CLARITY EXERCISE

4 T'S TECHNIQUE

Use this exercise to get super clear about who you are, what you're building, who it's for, what they'll get....and most importantly, how you're different from what's already available!

MINDFULMARKETPLACE.COM

INTRODUCTION

This is traditionally thought of as a writing exercise for authors, teachers, and consultants, but in this capacity, we're going to use it to make a mini "Manifesto" you'll use to attract your ideal audience, and clarify how you are different from the existing options in the niche/market or space.

- Make sure you do BOTH the 4 T' technique, and the "unlike" exercise
- Do the "mad lib" exercise as well - this isn't mine - but I love this little hack for defining value in a super clear way.

If you'd like to work together with us (myself or a handful of other smart and talented folks who are collaborating on our newest community - please reach out and say hi!

Jan Ross Hollander

- Ian

T 4 T's

TITLE + TYPE + TARGET + TRANSFORMATION

EatNYC is a fine dining directory for discriminating foodies who want exceptional and unusual culinary experiences off the beaten path.

Unlike YELP.....

Our restaurants are carefully curated, hand selected and fully managed by our small staff of 5 star chefs and sommelier's

Mad Lib

People in our town hate the dining options, but if they only read EatNYC like me, they'd have an unending avalanche of exceptional dining experiences at their fingertips

CLARITY EXERCISES FOR BRAND BUILDING

Use Start with the 4 T's technique - and then do the "unlike....." exercise to unpack, uncover and surface the unique advantages/angles and ethos that your directory/community/authority site does BETTER (and why it matters)

4 T's

Answer here

Unlike.....

Answer here

The MAD LIB

Answer here

Examples

4 T's

LaunchiT! is a business book for overworked and overwhelmed entrepreneurs who want a simple, fool proof way to make great money

Unlike.....

Unlike other business books, launchit! outlines a step by step system, and marketing map that makes it almost impossible to fail

MAD LIB

People in my industry suck at X, but if they only knew/had Y like me....they'd have all of the Z they need to succeed.

MAD LIB 2

All the yogis I meet are broke - but if they only knew how easy it was to get traffic online, they'd have all of the clients (and cash flow) they need!



BOOK A CONSULTATION

WWW.KARMICCONSULTING.NET

My passion is helping enlightened entrepreneurs make more money. Whether you are building a brand, creating a community, selling a service, or simply want to create content that converts like crazy, we can help!