



## Who is your ideal potential wealth builder?

1. What attributes does your ideal potential wealth builder have?
2. What are your ideal potential wealth builder's three biggest pain points?
3. What are your ideal potential wealth builder's three biggest desires?

## Set up your mission statement:

I help **[type of person]** to **[result they want]** by **[method you use]**.

*ex: I help **single moms** to **improve their credit score** by **scheduling 30 min calendly sessions**.*

- Who do you want to help?
- What type of help do you want to provide?
- How will you help them?