



# FUNDAMENTAL *Foundations*

WITH HEATHER HARTMAN



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Hey, Gorgeous!

I've created this worksheet to help you figure out what the heck you are supposed to be doing and who the heck you're supposed to be doing it for. Dig deep and answer all of these questions with rigorous honesty. In the end, you'll have a better idea of your purpose and be able to refine and perfect your new elevator pitch!



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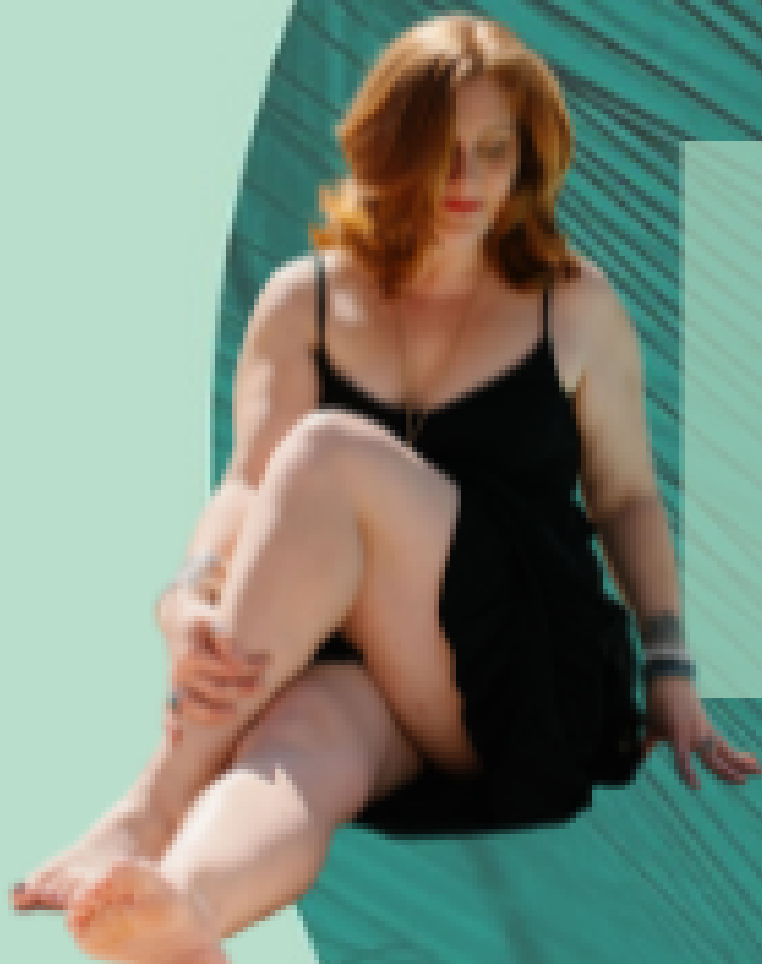
How will you help your ideal clients?

What makes you different than everyone else offering this service?

Why are you passionate about helping your clients?

What do you call yourself?

What milestones/checkpoints will you take your client through?



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Where will you find your clients?

Why will they choose you?

What is your target number of clients?

How will you price your services?

Where do you see yourself in 5 years?



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Did this exercise bring you any clarity?

Sometimes it's incredibly powerful to take a moment to examine where we are in relation to where we want to be.

Now is the time to release your fears of failure and shoot for your dream life.

Now you're ready to write your elevator pitch! Make sure your pitch is all about where you **WANT** to be.



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My name is \_\_\_\_\_ . I am

Name

a \_\_\_\_\_ who \_\_\_\_\_

Job Title

What do you do?

for \_\_\_\_\_

Who do you do it for?

because \_\_\_\_\_

Why do you do it?

# WHO IS HEATHER HARTMAN?

HI, I'M HEATHER! I'M A HOLY FIRE III® REIKI  
MASTER & BUSINESS MENTOR FOR WITCHY  
COACHES & NON-CONFORMIST  
ENTREPRENEURS.

MY PASSION FOR HELPING WOMEN BE SEEN  
IN THE ONLINE SPACE REALLY STEMMED  
FROM MY OWN FEAR OF GETTING STARTED,  
AND NOT FEELING GOOD ENOUGH TO  
REALLY SHOW UP AND GIVE VALUE.

SELF DOUBT, FEAR OF FAILURE, REJECTION  
AND YES - EVEN FEAR OF SUCCESS, HELD ME  
BACK FOR A LONG TIME. IN FACT, THESE  
THINGS KEPT ME STUCK IN A CORPORATE  
ENVIRONMENT FOR NEARLY 20 YEARS  
WHERE I NEVER REALLY FELT LIKE I COULD  
FULLY BE MYSELF.

I BELIEVE THAT NO WOMAN SHOULD EVER  
FEEL THE NEED TO "HIDE" OR SETTLE IN  
ORDER TO SURVIVE. AND I LOVE HELPING  
MY CLIENTS GET PAST THEIR OWN FEARS  
OF SHOWING UP, SO THAT THEY CAN BUILD  
A BUSINESS AND DESIGN A LIFE THAT THEY  
NEVER NEED A VACATION FROM!

I'D LOVE TO INVITE YOU TO SCHEDULE A  
FREE POSSIBILITY CALL WITH ME TO SEE  
HOW I CAN HELP YOU TAKE YOUR BIZ TO  
THE NEXT LEVEL!

TAP THE FEATHER TO BOOK YOUR FREE  
CALL!

