

Homemaker In High Heels

Module 4 - VIDEO #1: Finding & Knowing Your Tribe

Who Are You Called To Serve?

What Age Range and Gender Is Your Tribe Member?

What Extra Curricular Activities Does The Tribe Member Participate In?

Where Does Your Tribe Member Shop, Work, Read & Do For Enjoyment?

What Ethnic Background (if related to your business/ministry/career)?

What Is The Tribe Members Economic Status?

Scripture Reference For Your Tribe

How Do You Add Value To Your Tribe Members?

Value Statement: I add value _____

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What is Your Special Offering To Your Tribe Member? (What Problem Do YOU Solve?)

Module 4 - VIDEO #2: BECOMING AN UNFORGETTABLE LEADER

What Do You Look For in A Group/Leader?

Why should people **LIKE, LISTEN, or BUY** from You?

What sets you apart in the **Company, Business, Ministry, or Industry** that you are In?

Who are **THREE** people you follow and What do you like about them?

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What do you find appealing about their branding, image, and message/product?

MODULE 4 - VIDEO #3: LIVING YOUR MESSAGE

WHAT MESSAGE DOES YOUR BRAND/BUSINESS SEND OUT LOUD AND CLEAR?

WHAT IS YOUR BRAND, BUSINESS, AND/OR MINISTRY STORY?

WHAT WORDS ARE ASSOCIATED WITH YOUR BRAND?

CREATE YOUR ELEVATOR PITCH: (2 SENTENCES OR LESS)

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SIGNATURE

HIHH MEMBER

_____DATE_____

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