



IDENTITY

100Kva

IDENTITY

TO BE WORKED THROUGH IN CONJUNCTION WITH VIDEO:

[HTTP://TINYURL.COM/100KVAIDENTITY](http://tinyurl.com/100kvaidentity)

THIS MODULE MIGHT BY FAR BE ONE OF THE SCARIEST IN THE WHOLE PROGRAM! CALM DOWN, ITS NOT THAT SCARY – LETS SAY ITS MORE GOING TO MAKE YOU QUESTION A LOT OF DIFFERENT THINGS 😊 FOR ONE THING, ITS GOING TO OPEN YOUR EYES TO THE FACT NOT EVERYONE IS YOUR CLIENT. YOU WILL NO LONGER BE A GENERALIST VIRTUAL ASSISTANT.

KNOWING YOUR IDENTITY AND YOUR CLIENTS IDENTITY INTIMATELY WILL ENSURE THAT YOU ARE NOT ONLY ATTRACTING THE RIGHT KIND OF PEOPLE, BUT IT WILL COMPLETELY AFFECT THE WAY YOU SELL. THE REASON WHY IS BECAUSE IT CHANGES THE WAY YOU SPEAK, BEHAVE AND ACT. IT CHANGES EVERYTHING.

IT ENSURES THAT YOU REMAIN AUTHENTIC TO YOURSELF AND THAT YOU BE WHO YOU TRULY ARE, NOT WHAT YOU THINK YOUR CLIENTS WANT YOU TO BE.

THIS MODULE IS DIVIDED INTO MULTIPLE SECTIONS. THERE IS:

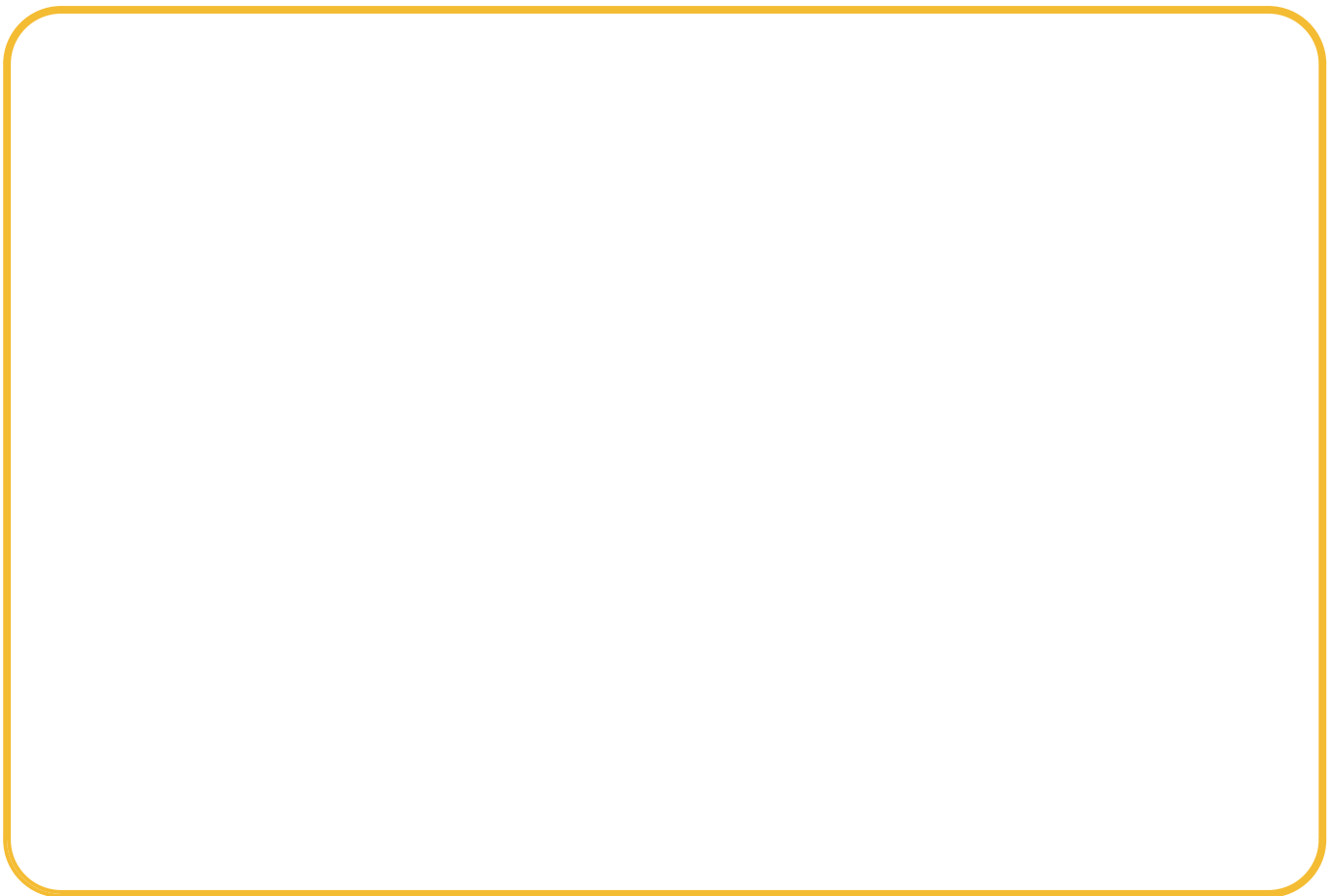
1. AN OVERVIEW VIDEO ON THE MODULE
2. THE FOLLOWING QUESTIONS TO HELP YOU CLARIFY YOUR IDENTITY AND YOUR CLIENTS IDENTITY
3. SUPPLEMENTARY VIDEO EXPLORING YOUR IDENTITY FURTHER
4. ADDITIONAL VLOGS TO HELP YOUR UNDERSTANDING OF VARIOUS TOPICS

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REMEMBER A FEW DAYS AGO I GOT YOU TO COMPLETE THE 5 MIN PERSONALITY TEST AND THEN WORK OUT HOW TO APPEAL TO THE DIFFERENT WAYS PEOPLE MAKE DECISIONS? WELL PLEASE USE THIS NEW FOUND KNOWLEDGE OF YOURSELF TO HELP YOU EXPLORE YOUR IDENTITY. AS FOR THE DECISION MAKING ACTIVITY - WE WILL USE THAT LATER ON WHEN YOU LEARN TO SELL YOURSELF :)

TRUST THE PROGRAM, THERE IS MUCH INTEGRATIONS THAT YOU WILL NOT REALIZE UNTIL THE VERY END!

WHAT ARE YOU AWESOME AT. WHAT IS THE MOST FUN . WHAT WOULD YOU WANT TO DO EVERY SINGLE DAY AND NOT GET BORED OR FRUSTRATED. BE HONEST WITH YOURSELF. THINK OUTSIDE THE BOX.



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WHAT ARE YOUR DEAL BREAKERS IN YOUR BUSINESS. THAT IS WHAT ARE YOU NEVER GOING TO ALLOW TO HAPPEN. WHAT WILL WARRANT AN INSTANT FIRING OF A CLIENT. THIS WILL HELP YOU DELVE FURTHER IN YOUR OWN IDENTITY AND ALSO THE KIND OF PEOPLE YOU WANT TO WORK WITH. FOR EXAMPLE PERHAPS SOMEONE ASKING FOR YOUR RESUME IS A DEAL BREAKER. THIS DEAL BREAKER MIGHT MAKE YOU FEEL THAT THE POTENTIAL CLIENT IS TREATING YOU LIKE AN EMPLOYEE RATHER THAN AN EQUAL PARTICIPANT TO THEIR BUSINESS. SURE YOU MIGHT BE ABLE TO CHANGE THEIR PERCEPTION, BUT CAN YOU BE BOTHERED. THESE ARE THE QUESTIONS YOU NEED TO ASK YOURSELF TO DETERMINE WHAT ARE YOUR DEAL BREAKERS. LIST THEM BELOW.



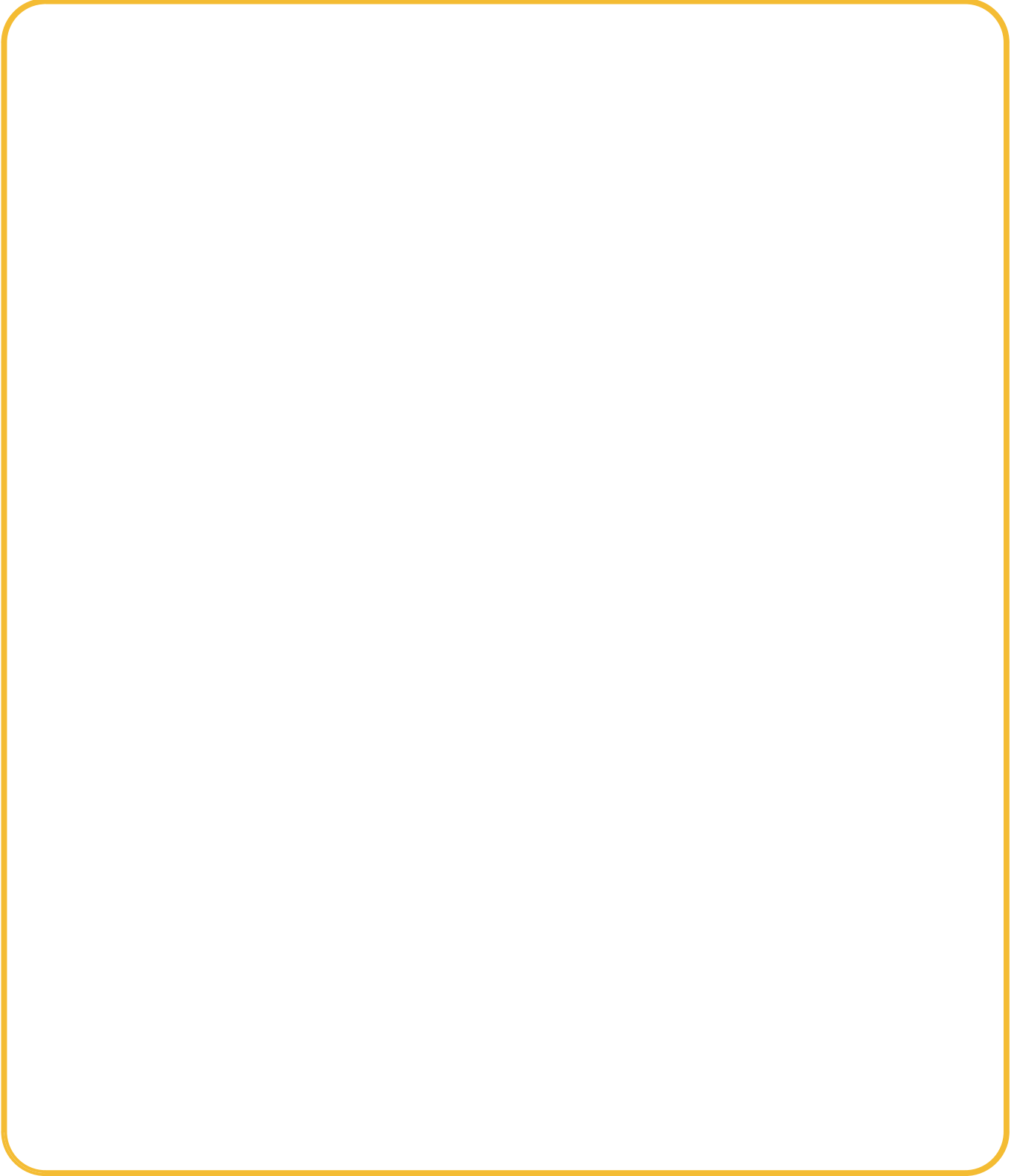
IF YOU HAVE READ MY BOOK THEN YOU WILL HAVE SEEN THE KINDS OF QUESTIONS YOU NEED TO CONSIDER WHEN FINDING YOUR IDEAL CLIENT.

THEY INCLUDED:

- " ARE THEY MALE OR FEMALE
- " HOW OLD ARE THEY
- " DO THEY HAVE CHILDREN
- " ARE THEY MARRIED, DE FACTO, SINGLE, DIVORCED, FIFO
- " WHERE DO THEY LIVE
- " WHAT INDUSTRY DO THEY WORK IN (IF APPLICABLE)
- " HOW MUCH MONEY DO THEY MAKE
- " WHAT DO THEY CALL THEMSELVES
- " WHAT ANNOYS THEM
- " WHERE DO THEY WASTE THE MOST TIME
- " WHAT ARE THEIR SECRET DESIRES
- " WHAT MAKES THEM WAKE UP EVERY MORNING
- " WHAT SOCIAL MEDIA PLATFORMS DO THEY HANG OUT ON
- " HOW DO THEY LIKE TO LEARN (AUDIO/VISUAL/MIXED ETC)
- " HOW PATIENT/IMPATIENT ARE THEY
- " WHAT LANGUAGE DO THEY SPEAK
- " HOW DO THEY DESCRIBE THEMSELVES
- " HOW DO OTHERS DESCRIBE THEM
- " WHAT DO THEY VALUE
- " WHAT ARE THEIR INTERESTS OR HOBBIES
- " WHERE DO THEY HANG OUT
- " WHAT KIND OF FRIENDS DO THEY HAVE
- " WHAT ARE THEIR GOALS

GO AHEAD AND DESCRIBE YOUR PERFECT CLIENT

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IF YOU HAVEN'T GUESSED IT YET, PART OF WHAT WE'RE WORKING ON HERE IS NICHING. YOU ABSOLUTELY MUST NICHE DOWN IN YOUR BUSINESS TO MOVE AWAY FROM BEING A COMMODITY AND TO START BECOMING AN AUTHORITY IN YOUR BUSINESS.

AUTHORITIES CHARGE PREMIUM DOLLARS AND DEMAND AWESOME CLIENTS THAT ABSOLUTELY DO NOT BUY THEM ON PRICE. THEY BUY THEM ON THEIR EXPERTISE. THIS IS WHAT WE ARE CREATING FOR YOU. AN EXPERT PERSONS PROFILE THAT DOES NOT HAVE THE TITLE 'VIRTUAL ASSISTANT' IN IT SO WE CAN START TO SEPARATE YOU FROM THE PACK.

YOUR NICHE MUST BE NARROW BUT DEEP. IT MUST BE WELL DEFINED BUT HAVE A DECENT NUMBER OF PEOPLE THAT FALL INTO THE DEFINITION. SIMPLY STATING THAT YOU HELP SMALL BUSINESS OWNERS FOR EXAMPLE IS FAR TOO BROAD. IT WILL BE IMPOSSIBLE TO MARKET TO THEM EFFECTIVELY AND IT WILL MAKE MORE SENSE NEXT WEEK WHEN WE EXPLORE YOUR CLIENTS BRUISES.

THIS CAN BE DIFFICULT FOR MANY VIRTUAL ASSISTANTS TO DEFINE AS THEY ARE SO USED TO HELPING EVERYONE. THIS IS WHY WE STARTED WITH FIRSTLY WHAT ARE YOU AWESOME AT AND WHAT YOU LOVE DOING, THEN WHAT KIND OF PEOPLE YOU LIKE WORKING WITH.

FOR IF I ASKED YOU TO PICK YOUR MARKET FIRST AND THEN EXPLORE THAT NICHE IT WOULD HAVE LIKELY BEEN DIFFICULT. SO IF YOU ARE STUCK ON DECIDING ON YOUR NICHE, THEN DECIDE FIRST ON WHAT YOU ARE GOING TO BE AN EXPERT IN SERVICE WISE (REGARDLESS OF WHO NEEDS THAT SERVICE) THEN WE CAN LATER ON CONCENTRATE ON WHOM WANTS THOSE SERVICES SPECIFICALLY.

MANY VAS DECIDE TO SKIP THIS PART AND REALLY JUST WANT TO STICK HELPING EVERYONE WITH EVERYTHING.

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THESE VAS FAIL IN GETTING TO SIX FIGURES.

FOR YOU CANNOT PACKAGE YOUR SERVICES EFFECTIVELY & AUTOMATE THE SHIT OUT OF YOUR BUSINESS IF ARE A GENERALIST HELPING EVERYONE WITH EVERYTHING. YOU WILL BE GREY AND EASILY REPLACED.

WHEN YOU KNOW EXACTLY WHAT YOU STAND FOR IN YOUR BUSINESS. WHAT YOU WANT TO BE FAMOUS FOR IN YOUR NICHE'S WORLD THEN YOU CAN REFINE YOUR TITLE SO IT REFLECTS YOUR TRUE IDENTITY. JUST LIKE A PREVIOUS 100KVA STUDENT WHO WENT FROM BEING A 'VIRTUAL ASSISTANT' TO A 'MEMBER MOTIVATOR' TOO WILL EMBRACE WHO YOU TRULY ARE RATHER THAN JOINING A PACK AND BEING JUST LIKE EVERYONE ELSE.

FOR THAT'S WHAT WE ARE DOING - STANDING UP AND BEING DIFFERENT.

DO YOU KNOW YET WHAT YOU WANT TO BE KNOWN FOR? WHAT YOUR EXPERTISE WILL BE?



ARE THERE PEOPLE YOU LIKE WORKING WITH THAT NEED THAT SERVICE AND DON'T PARTICIPATE IN YOUR DEAL BREAKERS. LIST THEM BELOW.



I AM SURE YOU WILL HAVE REALISED NOW THAT DECIDING WHO TO WORK WITH IS NOT AS SIMPLE AS "WHOM EVER WILL PAY ME" WHICH IS WHAT MOST BUSINESSES DECIDE ON.

YES IT CAN BE HARD TO REJECT CLIENTS WHO ARE WILLING TO GIVE YOU MONEY IF YOU ARE IN DESPERATE NEED BUT IN THE LONG RUN IF THEY ARE NOT YOUR IDEAL CLIENT THEN IT WILL END POORLY. WITH EITHER YOU FRUSTRATED AND ANNOYING, THEM FRUSTRATED AND ANNOYED OR BOTH!

SPEND THIS WEEK REALLY DECIDING ON WHO YOU WANT TO BE (IT MUST FEEL NATURAL AND NOT FAKE - AUTHENTICITY IS IMPORTANT HERE). BE WHO YOU WANT TO BE - NOT WHO YOU THINK YOUR CLIENTS WANT YOU TO BE.

MOST IMPORTANTLY WHAT EVER YOU DECIDE NOW IS NOT SET IN STONE! YOU CAN AND LIKELY WILL CHANGE YOUR MIND OVER THE YEARS AND THA' TS OKAY. AS LONG AS YOUR MARKETING MESSAGE, PACKAGES AND SO FORTH LINE UP AT ALL TIMES.