

TALKING LOGO WORKSHEET

(John Jansch – Duct Tape Marketing)



Your TRIBE: (Ex: Entrepreneurs)

Your TRIBE'S Top of Mind Problem: (Ex: Inconsistent Cash flow)

State the problem as a solution--what is it they WANT instead of the problem?:
(Ex: Consistent Cash flow)

State the benefit your TRIBE seeks: (Ex: Freedom from worry, Lifestyle they love)

"I help _____ (insert tribe) _____

_____ (insert top of mind problem) so that

they can _____ (insert goal/benefit)

EX: I help entrepreneurs create consistent cashflow by referral so they can get off the revenue roller coaster and build a business that fuels their passions and funds their dreams.