

# Perception that Pays: 3 Secrets to Attracting Clients that Throw Money at YOU!

**Sizzle System™ Step 1: Shine Your Light!** Defining your core values is the basis for how you show up for others. In this exercise you will learn to:

- determine the values you want to be known for.
- establish yourself as the expert in your field.
- attract the people who need you.

Warmup exercise 2: List 3 hot company brands and what they stand for.

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Warmup Exercise 2: List 3 hot celebrities and what they stand for.

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List the top 5 values that are important to you.

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What have people said about you all your life (list five)?

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Compare results: perception v. reality.

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List up to 5 of your products and/or services (what you sell).

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Turn your values into promises (UVP).

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