

Your **BIG 3** Answers

This exercise will help you determine how to clearly explain the 3 questions potential sponsors (and people new to your tribe) will have initially about you. These questions are: who/ what you are (title), who you work with (target market/ tribe), and what you do (fix you provide for your tribe).

Once you have a solid message you'll be able to use your message to:

- Grow your target market/ tribe
- Create great products and services
- Obtain sponsorship for those products and services
- Turn your message into a speech or talk
- Put your message on your website, business card, social media accounts
- Be seen as the awesome expert you are!

Directions:

1. Answer each question below (remember to think small). It's okay to weed out people who don't fit your target market/ tribe.
2. Once completed put your responses into the template provided.

Twice A Year:

Review and tweak your message, as you get further along in your sponsorship journey you'll notice what questions potential sponsors still have about what you do and who you serve.

Part I

Forget for a moment about what you think you're supposed to say, who you're supposed to be, and what you're supposed to do. Even if you've completed this activity before, close your eyes for 3-seconds then open them and complete the 3 questions below.

1. What type of person do you (or want to) work with:

- a. Gender: _____
- b. Age: _____
- c. Married or Single: _____
- d. Kids: _____
- e. Educational Level: _____
- f. Location: _____
- g. Employed: _____
- h. Industry: _____
- i. Other Characteristic: _____
- j. Other Characteristic: _____
- k. Other Characteristic: _____

Put a star next to 2 - 3 things **all the members of your target market (tribe) have in common.*

2. What 'fix' do they want, that you can provide (expand on these categories)?

- a. Money: _____
- b. Beauty/Health: _____
- c. Relationship/Love: _____
- d. Family/Friendship: _____
- e. Career/Business: _____
- f. Social/Entertainment: _____
- g. Other: _____

Put a star next to the 'fix' that's your target market's **greatest challenge, frustration, or problem.*

3. When you're helping the people, what do they call you?

- a. Mentor
- b. Coach
- c. Consultant
- d. Owner
- e. Other: _____

**Put a star next to what you want your target market to call you, you can be more specific later.*

Part II

Now you've gotten insanely clear on the characteristics of your target market, the fix you can provide them, and what you'd like them to call you. Next, you'll put it all together. Use the template below to craft your message. Remember this will evolve more over time so don't get too hung up on this.

Format:

Hi, I'm Name, a Title and I help Primary Characteristic Optional Characteristic Optional Characteristic, Fix You Provide Your Target Market.

Take One

Hi, I'm _____ a _____ and I help _____,

_____.

Take Two

Hi, I'm _____ a _____ and I help _____,

_____.

Take Three

Hi, I'm _____ a _____ and I help _____,

_____.

Here's my example:

Hi, I'm Quiana a Sponsorship Strategist and I help women entrepreneurs, obtain corporate sponsorship so they move from breaking-even to 'bankrolled' in their business.

Remember it'll take time to get your message just right. You can do this. Once it's done, you'll have a solid marketing message sponsors can understand!

About Quiana



Quiana Murray is a Speaker, Sponsorship Strategist, and Founder of the Bold Business Institute, LLC. Her clients include Federal Agencies, Universities, and Small and Large Business Owners. Quiana's strategies have helped clients build partnerships and obtain corporate sponsorship for annual and one-time events, launch new programs, and become

highly sought after industry influencers.

Quiana teaches you how to not only pursue and secure high dollar corporate sponsorship opportunities for your events and programs, but also build ongoing relationships with major sponsors. Her natural born gift of collaboration (plus a healthy dose of bossy) has helped her clients achieve lasting results very quickly.

Quiana has years of experience in sponsorship strategy management, budget management, human resources, finance, project management, training, and public speaking. She puts this experience to work on your behalf because she knows how much the success of your event or program depends on having the right sponsorship strategy in place.

Not only is it possible to plan events and programs your tribe will rave about, it is also possible to get big name Fortune 500 companies to sponsor them. Quiana is committed to helping you achieve it so that you (and your tribe) can reap the benefits!