

Your Unique Expression

Experience + Expertise + Passion + Values = **YOUR UNIQUE EXPRESSION**

This worksheet will support you in discovering the potential niches and target markets you could be serving in your business. Take your time as you work through the exercises in this tool. Use somatic noticing to feel how your unique expression wants to unfold, whom you want to work with, and what you have to offer them. The more clearly you define these attributes, you will receive more satisfaction from your new business, your clients will receive more value.

Money is Energy in Form and Needs Three Things to Flow in the Direction You Want it to Flow Clarity, Specificity, and Organization!

Exercise #1

1. Take three deep breaths and get grounded in your body.
2. Tell your body to show you the energy form representing *the experience* you have that wants to be utilized in your business. This can be anything, so don't mentally begin to list off your personal and professional experiences. We will do that later in this worksheet. For now, feel and listen to your inner wisdom.
3. Write it down here:

Write Down Your Take Aways From This Exercise

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Exercise #2

1. Take three deep breaths and get grounded in your body.
2. Tell your body to show you the energy form representing the expertise you have. Follow the same instructions as in exercise #1. Remember these experiences could be anything, both personal and professional.
3. Write it down here:

Write Down Your Take Aways From This Exercise

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Exercise #3

1. Take three deep breaths and get grounded in your body.
2. Tell your body to show you the energy form representing *the things you are passionate about* that want to be utilized in your business. Once again, do not limit your options here, be open to your inner wisdom. We will sort through the practicalities later.
3. Write it down here:

Write Down Your Take Aways From This Exercise

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Exercise #4

1. Go to your completed values and strengths worksheet and list all the values you want your business to either support, express, represent, and enact in your life, your client's life, the world, and why it's important.

2. Write down the top 5 values

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Exercise #5

1. Go back to the list of niches you made for Class 2.2.1 to review the list of niches you discovered. Look at that list, and if any niches fit all of the top three needs for expression from each group, and write them down here.

Experience:

Expertise:

Passion:

Values:

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Exercise #6

1. Set the timer for 5 minutes and write down any other experience you have had that you think is relevant to your business that didn't come up in the exercises.

2. Do the same for your areas of expertise

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Exercise #7

1. List any niches or markets that feel like a fit for you.

2. What dilemmas and problems do the people who fit into these niches have?

3. What solutions do your clients discover when working with you?

4. What are the qualities of the people you want to work with?
