

# Communication Excellence Workbook

10 Steps to  
Sell Yourself  
More Effectively  
& Authentically

Disclaimer.....	3
How to Use This Workbook.....	6
My Vision.....	4
You Are a Business Owner.....	6
Importance of a Strong Foundation.....	7
Purpose of the Foundation.....	7
Step 1 - Define Your Ideal Clients.....	8
Step 2 - Analyze Your Current Network.....	10
Step 3 - Define Your Target Market.....	11
Step 4 - Identify Your Clients' Problems.....	13
Step 5 - Understanding the Desires of Your Clients.....	14
Step 6 - Determine the Biggest Result Your Clients Get.....	15
Step 7 - Define the Benefits Your Clients Get.....	16
Step 8 - Who You Help to Achieve What.....	18
Step 9 - Your Why Statement.....	19
Step 10 - Putting the Puzzle Together.....	20
Opportunities to Use Your Foundation.....	20
Example Conversation in the Cinema.....	21
Example Conversation at an Entrepreneur Event.....	22
Example LinkedIn Message.....	23
Tap Into the Hidden Job Market.....	??

## ***Disclaimer***

While the publisher and author have used their best efforts in preparing this book, they make no representation or warranties with respect to the accuracy or completeness of the content of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales material. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor the author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damage.

Daniel Jordi is a Book Yourself Solid Coach in Training. Although Daniel Jordi is currently training to receive his certification as a Book Yourself Solid Coach, Daniel Jordi is not yet certified by Michael Port and neither he nor Michael Port & Associates, LLC is an affiliate, sponsor, or partner of Daniel Jordi or is Michael Port & Associates LLC in any way responsible for your use of the products and services provided by Daniel Jordi.

Created by NY Times bestselling author, Michael Port, Book Yourself Solid is the premier marketing system for service business owners. Book Yourself Solid is a registered trademark of Michael Port & Associates, LLC. Certain materials used by Daniel Jordi in his products and services may be copyrighted works of Michael Port & Associates, LLC.

If you are interested in learning more about what it takes to become a Certified Book Yourself Solid Coach, please visit: [www.byscoachtraining.com](http://www.byscoachtraining.com)

## ***My Vision***

My name is Daniel Jordi and I am the author of the Communication Excellence Workbook, the Ebook "[Career Excellence Through Relationships](#)" and founder of [jordico.com](#).

I believe that you are meant to do meaningful work you love with people who inspire you.



## **The Future**

Innovative and modern organizations now care less about the past and more about the future. This is why these organizations are very interested in what you can do for them and where you can lead their business in the future or what real impact you can have for their organization. When you talk to hiring managers, CEOs, clients, partners, investors or anybody you want to build a successful relationship with, show them your values, passion and vision.

That, in combination with offering a result that helps them overcome major challenges and provides them with the benefits they are craving for, you get their attention.

The model that I believe in nurtures values and passionate people. Only if you strive to work with inspiring organizations who share your values, will you be able to build something remarkable. Only if you are passionate about what you do, can you bring your full potential to work. And only if you can bring your full potential to work, will you be able to sustain in a future that requires passionate leadership more than ever before.

The race used to be directed towards reaching the lowest price. Producing average products for average people for the cheapest price used to be very lucrative. Not anymore. The race to the lowest price has its limit and it has reached this limit already. However, the race to the top has no ceiling, no borders and no bottom line of just breaking even. In this prosperous future, only the people who are passionate

about what they do, will be able to rise to the top.

### **Your Opportunity**

I see this as an enormous chance for everybody who makes the decision to take the initiative. The path of becoming a leader in this future world is hard and full of obstacles. It is full of people saying „But why would you try something that is not proven and not secure if you can walk the conventional path“ and „But this will never work, you should...“. Most of these sentences start with the word but. I'm sure you are familiar with them.

The good news is if you choose to go the uneven and stony path, you build something which lasts. You will create a career that is sustainable, even in very difficult economical times. Because you have built real relationships with real people and invested the time to build your personal brand, you will never be out of work because inspiring organizations will be waiting for you.

If you ever feel like you need some input or have questions please email me to [daniel@jordico.com](mailto:daniel@jordico.com) or [connect with me on LinkedIn](#).

## ***How to Use This Workbook***

This workbook is designed to help you create a framework that you can use to sell yourself in a highly effective and authentic way, every time you communicate.

It will help you become more confident when reaching out to influencers, decision makers, potential clients and other professionals you want to connect with.

The workbook will help you increase confidence and results whenever you talk about yourself.

I highly suggest you print this workbook and write your answers directly into your copy.

## ***You Are a Business Owner***

In order to be successful in selling yourself effectively, you have to think like a business owner, no matter if you are still an employee or already self-employed. In fact, it's probably the first thing I tell my clients when they start working with me.

If you think like a business owner, you do things differently. You tackle challenges with a different mindset and you connect with people on a whole different level.

Thinking and acting like a business owner is a prerequisite to be successful in applying this workbook and it is of major importance to be successful in today's business world.

## ***Importance of a Strong Foundation***

What we are going to do together in this workbook is building a strong foundation. We will build a communication framework that feels completely authentic to you and therefore is highly effective.

Many people go out there and start talking about themselves in a way that is confusing, generic or just plain boring.

“I have 7 years of experience in business development.”. won’t inspire a great organization to hire you.

“I’m a business consultant and have worked with many startups for the past 12 years” does not inspire anybody.

We need to build a foundation for your communication that is easy to understand, specific and appealing to the people you want to work with.

Don’t make the mistake of going out there and talk like everybody else. Take the time and establish a strong foundation.

You would start with the foundation if you were building your dream home, right? You would not start with the roof.

Your career is at least as important for your future as your dream home, so invest the time and effort to build something significant that lasts.

## ***Purpose of the Foundation***

The purpose of the foundation we are building here together is to know exactly who you are talking to and address challenges that your target market is actually facing instead of blindly shooting into the dark.

If you know who you are talking to and what their needs and desires are, you talk directly to them. You address the things that truly matter to them and as a result, get noticed and stand out of the crowd.

Now let’s dive deep into the 10 steps to establish a foundation to serve you as a framework for any future communication.

## ***Step 1 - Define Your Ideal Clients***

Let's talk about your ideal clients.

I believe there are people and organizations you are meant to work with and others you are not.

Therefore, we need to define what types of people or organizations you are inspired by and which ones you need to stay away from.

Jim Rohn once said "You are the average of the five people you spend the most time with." and he was absolutely right. It's crucial that you decide [what people you want to have around you](#) and which ones you don't because working with people and organizations who drain your energy is no fun at all.

This goes for business and private life.

- What values do the people or organizations have that you want to work with?

In my example, these people's most important values are relationships, freedom, health, family and fulfillment.

- What characteristics & qualities do they possess?

Example: My ideal clients are positive, energetic, communicate directly, have an entrepreneurial mindset, are open to new ideas, are leaders instead of victims of situations and do the things they commit to. My ideal clients know what they want and act on it.

- What do they talk about?

Example: My ideal clients talk about the future, positive and impactful stories, their passion, beliefs and philosophy.

- What kinds of people do they surround themselves with?

Example: My ideal clients surround themselves with leaders, passionate people, entrepreneurs and positive people who share their values.

- How do they contribute to society?

Example: My clients strive to do work that makes a difference, they perform random acts of kindness and positively contribute to the lives of others.

## ***Step 2 - Analyze Your Current Network***

Who are you currently calling your best friends?

It's important to know who those people are and why you are best friends.

This will give you further clues to what values, characteristics and ethical standards your ideal connections should possess.

- List who your best friends are
  
- List what values, characteristics, ethical standards they have, what they talk about and who they hang around with
  
- List people you currently have in your network but feel like you don't have anything in common with them. Who are the people who drain your energy instead of energizing and inspiring you?
  
- What characteristics do these people possess that make you feel like you want to get as far away from them as possible?

### ***Step 3 - Define Your Target Market***

Let's look into potential target markets and pick one that is specific and that resonates with you.

It's important that you can identify with your target market, so when in doubt, choose the one you are most excited about working with.

- What 1-5 types of organizations (or groups of people) do you most relate to or feel excited to work with?
  
  
  
  
  
  
  
  
  
  
- What 1-5 types of organizations (or groups of people) do you know people in already?
  
  
  
  
  
  
  
  
  
  
- What 1-5 types of organizations (or groups of people) do you know most about?
  
  
  
  
  
  
  
  
  
  
- What 1-5 types of organizations (or groups of people) do you want to learn more about?

Now, look at your answers above. Do you see a pattern? Do you see a potential target market that comes up over and over again?

Make sure you choose a specific target market. You are not allowed to say “startups” or “women entrepreneurs” or “small business owners” or “small to medium sized businesses”. Choose a target market that you can picture.

Make it so specific that you can actually imagine one person or one organization.

Decide on your target market now.

In my example, my target market is English speaking executives in Switzerland.

- Who is your target market?

### ***Step 4 - Identify Your Clients' Problems***

To create a highly effective and compelling communication, you need to know what keeps your clients up at night. You need to know their problems and pain points. By knowing this, you know what to address when you communicate to get people's attention right away.

- What are the 5 most urgent and important problems your clients have? What keeps them up at night? What do they need to solve right now?

Example: My clients' most burning problems are that they don't know how to sell themselves in a way that is both authentic and effective. They don't have a strong network in Switzerland that provides them with referrals and introductions. They don't know where to start or lack accountability to actually get the work done they know they have to. They lack of a structure and system that helps them turn their passion, strengths and experience into a thriving career.

## ***Step 5 - Understanding the Desires of Your Clients***

Now that we have covered the pain points and problems your clients have, we can move on to the desires. The desires will mostly match with the problems.

It's important to identify the problems first, because too many times, we go out there in the world, presenting solutions that nobody wants to buy because we missed the actual problem.

- What are your clients' 5 most urgent desires? What are their goals and what do they want to achieve right now?

Example: One of the most urgent desires of my clients is to do work that fulfills them and has an impact. They want to build a network of people who can help them make such a career happen. They want to have a highly effective communication in place that feels authentic and helps them stand out of the crowd. They want to gain more confidence and have a clear strategy and organized way of doing things to move towards their goal of doing work that makes them come alive.

## ***Step 6 - Determine the Biggest Result Your Clients Get***

Now let's talk about the thing you help your clients achieve.

This is what they are looking for. This is what people tell you they want. It's very important to make this easy to understand. It has to be very clear, even to people outside of your industry or profession.

If you have children between the age of 6 and 15, you can quickly test if your message is simple enough.

Tell your kids what you help your clients achieve and if they understand it, it's simple enough.

- What is the number one result you help your clients achieve?

Example: I help executives in Switzerland to turn their passion, strengths and experience into a thriving career.

- What would they type into Google when searching for the result you provide? Think about "How to..."

## ***Step 7 - Define the Benefits Your Clients Get***

Your clients don't just get the result that you provide when they work with you, they also receive many different benefits.

There is a major difference between the result and the benefits.

The result is what people tell you they want. The benefits are what people actually want deep down.

For example, in my case, my clients want turn their passion, strengths and experience into a thriving career. However, the benefits are what they truly want.

They get to be more fulfilled, happier, have a healthier lifestyle, feel less stressed and have more energy when spending time with their family. They feel more connected to their higher cause (Why), do something they truly believe in and do what matters to them. They want to have an impact and be proud of their work. They also make more money and feel more secure in their career.

Do you see how the result and the benefits work together?

What are the benefits your clients get when they work with you?

List them in these four categories:

- Financial benefits

- Emotional benefits

- Physical benefits

- Spiritual benefits



## **Step 9 - Your Why Statement**

The WHY is the part that involves the most thinking and creativity. Most people completely ignore the Why.

It can make the biggest difference in your communication because it's the questions that connects you on a very deep level with your counterpart.

The WHY talks about your beliefs, why you do what you do. It is also the most difficult question to answer for many people.

Watch [this video from Simon Sinek on Starting With Why - How Great Leaders Inspire Action](#). It will help you to answer the Why question.

- Why do you do what you do?
- What's the bigger cause your business serves?
- Why do you get up and go to work every morning apart from the need to make a living?

If you struggle with the WHY part, start the sentences with:

“I believe....”

“Because I....”

“My main motivation....”

In my example, I do what I do because I believe you deserve to love Mondays. I believe you are meant to do meaningful work you love with people who inspire you.

If you still have trouble to identify your WHY statement, get together with a group of supportive friends or colleagues and do a brainstorming.

It's sometimes easier for other people to have a more objective view and take one step back to look at it from afar. Gather some ideas and try to put them into your WHY statement.

## ***Step 10 - Putting the Puzzle Together***

Now it's time to put the pieces together so you can use it in conversations you have, everywhere you go.

I help [Step 3] to [Step 6].

My clients' 3 biggest problems are [Step 4].

My clients's 3 most urgent needs are [Step 5].

As a result of working with me, my clients [Step 7].

I do what I do because I believe [Step 9].

## ***Opportunities to Use This Framework***

You can use your new communication framework everywhere you go and meet new people. That can be at an event, meetup with friends, in LinkedIn groups or your LinkedIn profile summary, online forums and when reaching out to people you want connect with.

Don't use it as a script but as a framework. You are smart enough to know that you need to adjust it to every new situation and don't have to use the entire message all the time.

### ***Example Conversation in the Cinema***

Let's say I'm going to the cinema with my friend Michael and he takes with him somebody I have never met, Robert.

We grab a drink and it's 15 minutes until the movies starts. Michael is away, purchasing the tickets and I start a conversation with Robert.

Robert: "So, what do you do for a living, Daniel?"

Me: "I'm a career advisor and help executives in Switzerland [Step 3] turn their passion, strengths and experience into a thriving career [Step 6]."

Robert: "Oh, interesting. Why did you start your own business?"

Me: "I always wanted to start my own business. I believe that people are meant to do meaningful work they love with people who inspire them. That's why I do what I do and what fuels me every day [Step 9]."

Robert: "I can feel the passion you have for what you do. I know exactly what you are talking about. I work at a large corporation and I'm scared about the future because there are lots of layoffs happening. Also, I don't feel that my values are aligned with what the company does. I feel like a number and it's probably time to finally follow my passion."

Me: "You know, if there is anything I can do to help you with your change, let me know"

Robert: "Let's keep in touch, I may need your help soon."

## ***Example Conversation at an Entrepreneur Event***

Let's imagine for this example that I am going to an entrepreneur meetup in Switzerland where startup founders, business owners and people who want to start their own business hang out.

Marco: "Hi Daniel, nice to meet you. What are you up to?"

Me: "I help executives in Switzerland [Step 3] turn their passion, strengths and experience into a thriving career [Step 6]."

Marco: "That sounds cool. How do you do that?"

Me: "Well, most executives that I meet are not entirely happy with their work [Step 4]. Also, many of them work in a corporate job and don't share the values of the organization they work for [More of step 4].

I leverage the world famous Book Yourself Solid system to help my clients work with inspiring organizations they believe in. It's a structured and highly effective self-promotion and marketing framework to get clients, without having to hard-sell or hand out business cards like birthday invitations at networking events.

I adjust the framework to the needs of my clients, depending on what exactly their objectives are [Step 6 with details]."

Robert: "I completely know what you mean. I have many friends who don't believe in what they do anymore and are unfulfilled in their career. It's just not a way to live life. Life is supposed to be fun and exciting, with challenges that help us grow and loaded with meaning and fulfillment."

Me: "I agree. I have been there myself, working in a corporate job for 7 years, looking forward only to the weekends and my paycheck. Creating a career on my own terms was the best career decision I have ever made and I believe everyone should do meaningful work they love with people who inspire them [Step 9]."

Robert: "Maybe I should introduce you to some of my friends who are looking for a way out of the corporate rat race, they could really use your help."

Me: "Sure, I'd love to get to know more about them."

## ***Example LinkedIn Message***

Let's use this example on you. You are a business development executive and want to turn your passion, strengths and experience into a thriving career to live life on your terms.

You have found a few inspiring organizations on LinkedIn that you could approach and one stood out particularly, Steven. He has already started several businesses in Switzerland and is currently involved as a founder in a technology startup that states as their mission to "Revolutionize the education industry by making learning fun through the smart use of technology."

This resonates with you very much and you feel like you can have a real impact by helping Steven grow his startup.

"Hi Steven

I came across you a few months ago and I have been inspired by the talk you gave at TEDxZurich last year. I especially share your opinion on the fact that the education system is not living up to the expectations and that we need to change something. I believe that children around the world should have the opportunity to learn in a way that feels natural to them [Step 9].

I know how challenging it can be to build and expand business to reach more customers. Many times, you don't know where to start with choosing a new market [Step 4]. It's also tough to maintain profitability while expanding to new markets [More step 4], especially if you have a fairly young company.

I have helped many organizations to expand to emerging markets like Brazil [Step 6] in the past. Because of their expansion, they have been able to increase profits and revenues [Step 7], have a bigger impact towards their vision [More step 7] and build a more stable business [More step 7].

This is also where I see a lot of potential for your startup to grow and have a major impact through the smart use of technology.

If you are interested, I'd love to talk to you about how to tap into this massive potential of expanding to emerging markets [Step 6] without risking profitability [Step 4].

Looking forward to hearing from you.

Best Regards

You”