

Connect To The Core Inc.

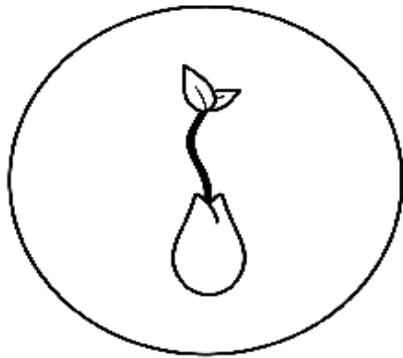
The Passion-Based Message™

As successful business people we recognize the importance of being able to inspire and motivate those around us. So what happens when you don't feel inspired? It takes a lot of effort to get results, it becomes difficult to explain the value that you create, and it is hard to differentiate yourself from the competition.

The Passion-Based Message™ is a powerful session that will reignite the passion you have for what you do, allow you to clearly articulate your passion principles, and help you create an effective go-to-market message that differentiates you in the marketplace. Communication expert Teresa Easler uses unique exercises and tools to teach you how to speak about your business so that you can easily engage high-end prospects, charge the fees you want, win more business, and reach the influential people that will lead you to greater successes.

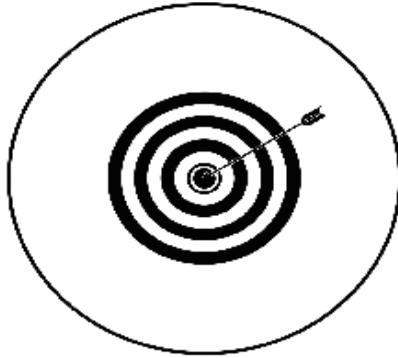
Our two-day transformational session provides you with a customized Unified Communication Platform, which includes a thorough report of your target markets, implementation strategy, and go-to-market message tailored to your company. When utilized, the Passion-Based Message will make you a sole competitor in your market allowing you to deliver on your future revenue goals.

THE PASSION-BASED MESSAGE PROCESS



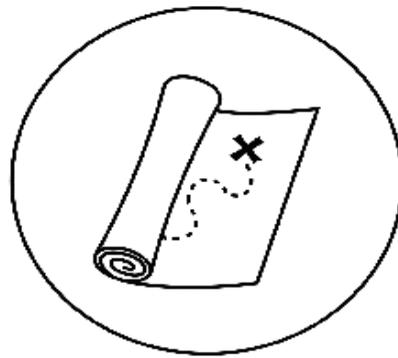
PASSION PRINCIPLES

These are the essence of who you are and what you stand for. They are the foundation of the promise you make to your clients, company, and community. They articulate where you draw your line in the sand. This is where you say, "You can count on us for this!"



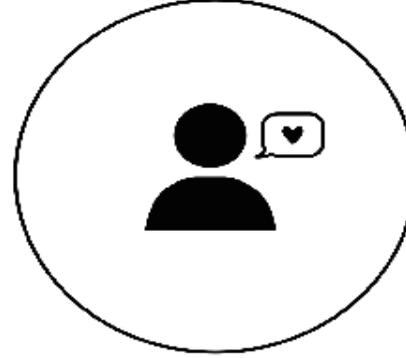
IT'S NOT ABOUT YOU: TARGET MARKETS

To be at the top of your game, you must know who you're playing with. This is where you become clear about your target markets, and discover what motivates them on multiple levels: psychological, demographic and sociological.



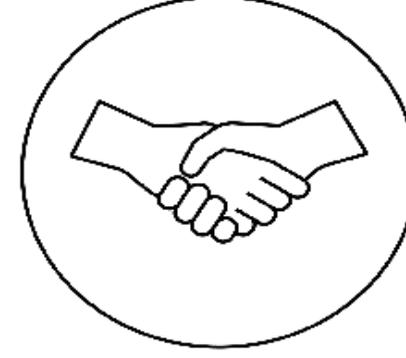
THE MESSAGE MAP

This is where you become clear about the value you provide. We map out your business process to ensure it's easy, simple, repeatable and clear. This is an internal document that thoroughly details the promise and value you create for your clients and prospects.



THE LANGUAGE PLATFORM

This step provides the language that encapsulates your business' unique messaging. You will receive your go-to-market message as well as an elevator pitch. The language is ready-to-use for all business materials and website.



WHO DOES WHAT BY WHEN: THE PROJECT PLAN

When responsibility depends solely on the leader, it won't get done. We identify next steps and priorities to ensure nothing falls through the cracks. Finally we assign project managers to begin the implementation of the process.



WHAT TO EXPECT?

After completing the Passion-Based Message be prepared to feel excited, rejuvenated and relieved. We capture every detail of your thought process, creating a business that you're excited to work in everyday. Be prepared to work hard, have fun and get those creative juices pumping.

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Testimonials

Check out what a few of our awesome clients said about the Passion-Based Message™:

WHO: Tim Jones, President & Owner

COMPANY: Rock Harbour Wealth Management Inc.



When I met Teresa I felt my company was at a cross-roads. We had so many changes that we wanted to make, but no time to make them, and so we kept putting them off and putting them off. We needed to get a third party involved to push us to move forward as we were pretty stagnant.

This process forced us to dig deep to determine who exactly we wanted to work with. It gave us clear direction

to work with our target clients and hand off those who didn't meet our ideal client. We developed a better and stronger team. And it has given us clear ownership to make the changes we've been wanting to do for so long.

I advise anyone going through the Passion-Based Message to be vulnerable, expose yourself, and really be willing to make significant changes.

WHO: William Ellis, Director

COMPANY: Ellis & Associates Wealth Management

Teresa, I want to thank you for the tremendous work you and your team did for Matt, Marianne and me. The words, the leadership, the process, the learning. I am deeply grateful.

I love the Top 10 Passion Principles. I still get an emotional response. I feel it so deeply I am tearing up now as I write this. I have been steadfast in pursuing 'Family, Faith and Contribution to Others' for myself, my team and clients and having the words is powerful. Thank you.



Perhaps even more valuable was helping us figure out our target market. Narrowing it from what it was, to a highly-focused target market was enormously helpful.

The value was in pulling us along kicking and screaming through the most difficult (for us) process. We would never have endured without Connect To The Core, sorting out the thoughts and words; ultimately short-circuiting and accelerating us to the point where we can bring the words that means the most to us to life.