

THE SPEAKING BUSINESS DNA WORKSHEET

Fill this in once. Reuse it in every AI prompt you write, so every outreach message actually sounds like you instead of a template.

01 Your Story, In One Sentence

Not your whole bio. The one sentence that makes a stranger want to hear the rest. Example: "I spent 16 years as a professional athlete, then walked away to start over as a new hire at Nike, learning a business I knew nothing about."

YOUR ANSWER

02 The One Framework You Teach

Not everything you know. The single system, named, that you want people to remember. Example: "PRO MOVE: Mindset, Ownership, Vision, Execute."

YOUR ANSWER

03 The Rooms You're Built For

Who is this for, and what size/type of room. Be specific enough that an event planner immediately knows if you're the right fit.

YOUR ANSWER

04 The Proof Point That Stops a Scroll

One fact, stat, or credential that a busy planner can't skip past. Not a list, just one.

YOUR ANSWER