

# Expert Profit Engine

## Success Stories Worksheet

Fill in at least one client, one problem, one solution you have delivered on in the past 12 months. This is a huge indicator of where you might be struggling to get high-paying clients and long-term deals.

Observe which section below you struggle to fill in :)

**Client:**

**Problem:**

**Solution:**

**Key Words:**

**Value:**

= how well your capabilities and skills are perceived by your client to meet their needs or wants. This is measured by how willing they are to pay for it.

**Impact:**

= What is different in their world? This is the opposite of "what if they do nothing?"

**Outcomes:**

= what they get and become

**Results/Key figures:**

= in \$\$, time, quality, better/faster/cheaper

**Emotional reward:**

= energy, confidence, resilience, freedom, peace