

THE ALIGNMENT APPROACH™

ETHOS: Character & Credibility. Think "gut"

PATHOS: Feelings & Emotions. Think "heart"

LOGOS: Logic & Reasoning. Think "mind"



What are 3 words that describe YOU as a person and why.
What makes you unique?
("The magic touch")
Ex) Enthusiastic, No BS/Truth Teller, Relevant. Here's why...

What is your why? Why do you do what you do?
Get specific here
Ex) Why it down 7x



What credibility do you have to do what you help people with?
Ex) Awards, publications, testimonials, certs, etc.

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