



**The 4 M's to more business™ (Developing your UVP deeper)  
Mission, Market, Message & Method™**

**Mission**

- Why do YOU do what you do?
- What difference do YOU want to make?
- What do you want to be known for in your industry?

**Market:**

- What clients do you enjoy working with the most, and why?
- Who do you want to serve and why?
- List your 10 BEST clients and what they have in common

**Message:**

- How did YOU get into your current industry (your story)?
- What do YOU enjoy most about what you do, other than working with people?
- What do you want to be known for?
- What do you want your clients saying about you?

**Method:**

- What are 8-10 strategies you have to Bring in Business?
- What is your process for closing more deals?