



CRISTI COOKE'S

UNLEASH YOUR GENIUS

**“STOP Being Everything to Everyone:
Identify and Articulate Your Uniqueness and Attract Your Ideal Clients”**

Does this sound like you?

- You *know* you're great at what you do, but still struggle with how to articulate it
- You're struggling too much to get your tagline or elevator pitch “just right”
- When you describe what you do, you feel like it either sounds generic, “not you”, or not interesting enough
- You want to write or update your website, but haven't done it yet because you're not sure what to say
- You're attracting clients, but not always the right ones. You're not confident you've actually defined your ideal client profile

In this revolutionary presentation:

1. Get out of the cycle of wanting to be "everything for everyone"
2. Understand how to discover and market your unique genius
3. Create marketing messages that knock your ideal client right between the eyes
4. Design your Perfect Match Client™ profile, so your message survives transmission from one person to the next and builds referrals



CRISTI'S BIO

Cristi is known as the expert in helping clients discover and market their unique genius. She is the creator of the Pillars of Genius™ Method: a proven system to get clarity on what you are uniquely selling, so your Perfect Match Clients™ can find you and pay a premium for it. CEOs of multi-million dollar companies and individual professionals alike, come to her for leadership on determining their unique competitive advantage. Cristi is a sought after speaker who has spoken at Million Dollar Roundtable and e-Women Network and has shared the stage with business leaders across North America.

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*“Cristi has an excellent stage presence, and a natural ability to fully engage her audience” - Walton Rogers, **International President Million Dollar Round Table***