

Creating Your Design Religion Worksheet

Your Design Religion is your *proprietary process* for delivering the exceptional results you identified that your ideal clients want. When you pull this off properly, you'll have a massive advantage as you began to reach out to new prospective clients.

The Forces

Example: The Light Side vs. The Dark Side

_____ vs. _____

The Characters

Example: Luke vs. Darth Vader

1. **The Good Guys:**

2. **The Bad Guys:**

The Proprietary Process

1. **Name**
2. **Promise**
3. **Process**
 - a.
 - b.
 - c.
 - d.