



BE THE CHANGE

Grow Your Business As A Force



For Good

Set Transformative Purpose



Increase Your Income



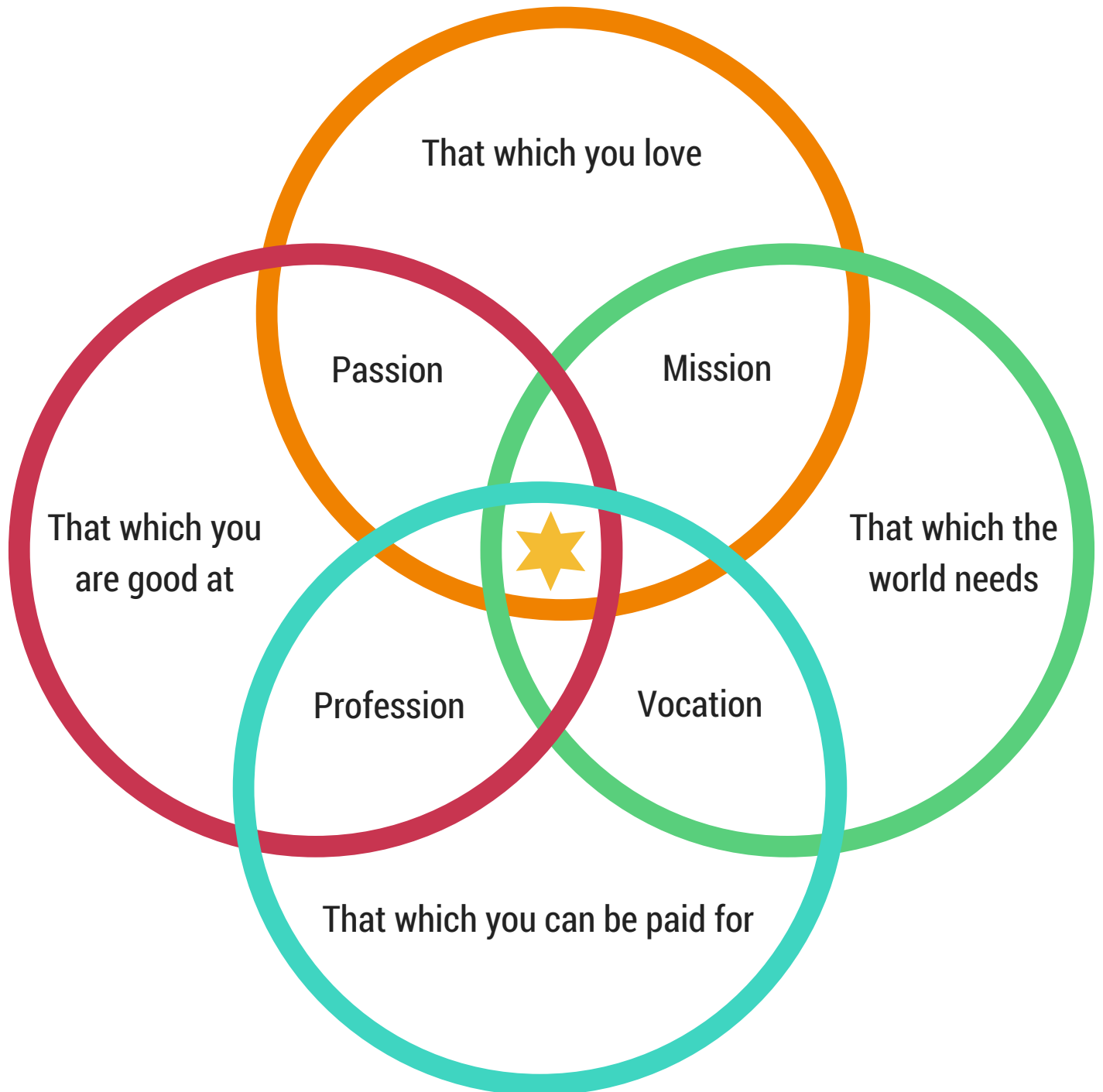
Amplify Your Impact

What is the Art of Agency?

Your value is one-of-a-kind, your agency is your belief and capacity in producing a particular effect with that value — influence, force, power, work, intervention, intercession. The art is the technique for continually accomplishing that value and having that effect in the world.

Because you can ... Be the change

★ **Your Purpose**



The Elements

1

YOUR POWER: that which you are good at.

*Signature strengths . Personality . Values . Beliefs . Style .
Principles . Preferences . Politics . Persuasion .*

2

YOUR PREOCCUPATION: that which you love.

*Perfect day . Perfect business . Compelling future . People .
Play . Performance . Presentation . Potential .*

3

YOUR PURSUIT: that which the world needs.

*Worldview . What and who you care about . What you stand
for and against . Your living Creed & Manifesto .*

4

YOUR PROFIT: that which you can be paid for.

*Platform . Resonant story . Value . Service . Products . Benefits
. Offer . Marketing pathways . Sales . Scale .*

Map Your Power

*Signature strengths . Personality . Values . Beliefs . Style . Principles .
Preferences . Politics . Persuasion .*

My Signature Strengths.....

.....
.....

My Personality Traits.....

.....
.....

My Values.....

.....
.....

My Beliefs.....

.....
.....

My Style.....

.....
.....

My Principles.....

.....
.....

My Preferences.....

.....
.....

My Politics.....

.....
.....

I Persuade By.....

.....
.....



Map Your Preoccupation

*Perfect day . Perfect business . Compelling future . People . Play .
Performance . Presentation . Potential .*

My Perfect Day.....

.....

.....

.....

My Perfect Business.....

.....

.....

.....

A Compelling Future Looks Like.....

.....

.....

The People Who Matter Most.....

.....

.....

I Play By.....

.....

.....

I Perform Best When.....

.....

.....

I Present And Show Up By.....

.....

.....

My Greater Potential Lies In.....

.....

.....



Map Your Pursuit

Worldview . What and who you care about . What you stand for and against . Your living Creed & Manifesto .

My Worldview Is.....

.....

.....

.....

Who I Care About.....

.....

.....

.....

What I Care About.....

.....

.....

.....

What I Stand For.....

.....

.....

.....

What I Stand Against.....

.....

.....

.....

My Creed Includes.....

.....

.....

.....

My Manifesto Starts With.....

.....

.....

.....



Map Your Profit Path

*Platform . Resonant story . Value . Service . Products . Benefits . Offer .
Marketing pathways . Sales . Scale .*

My Platform.....

.....

.....

.....

Their Resonant Story.....

.....

.....

The Value & Service I Offer.....

.....

.....

.....

My Products & Their Benefits.....

.....

.....

.....

Marketing Channels Are.....

.....

.....

.....

My Sales Process Includes.....

.....

.....

.....

How I Will Scale It.....

.....

.....

.....



**Now put it all
together ...**

**... and amplify
your
transformative
purpose**



info@artofagency.com