

- What secret sauce can I add that nobody else has? (Your unique strength or passion.)

Magic Statement

A personal magic statement is a concise, powerful declaration that captures:

- Who you help
- What transformation you create
- How you uniquely do it

Think of it as your personal value proposition, but with energy and personality, it explains why you're the go-to person for a specific result.

Here's our Magic Statement:

“We teach ambitious and unstoppable associates how to think like partners, master business development, and create options for their future by mentoring, guiding and holding them accountable to their action plan - because making partner isn’t a dream, it’s a strategy.”

Formula

I help [WHO] achieve [WHAT RESULT] without [BIG OBSTACLE] by [HOW YOU DO IT UNIQUELY].

Key Components

1. WHO - Your ideal audience (be specific).

Example: “ambitious associates,” “innovative businesses,” “general counsel.”

2. WHAT RESULT - The transformation or outcome you deliver.

Example: “unlock their potential,” “build a book of business,” “take control of their career.”

3. BIG OBSTACLE - What they struggle with that you help them overcome.

Example: “without feeling overwhelmed,” “without waiting 10 years to make partner,” “without guessing what works.”

4. HOW - Your unique approach, experience, or method.

Example: “through proven business development strategies and mentoring,” “using the Bad Ass Partner framework.”

Let's Write Your Magic Statement