

INTRODUCTION

Greetings Kingdom Service Professional & Marketer,

We are grateful for your interest in learning how you can market yourself when you share how you, your company, and your industry H.E.L.P.S. solve your ideal who's service problems and concerns the right way.

This guide serves three purposes. First, we want our community service professionals to share how they serve by bringing revelation for application when others are seeking an industry service professional to employ for their services.

Second, we want those seeking to be a podcast guest on our show to have a guide to give to the audience and have a way to be in touch with them.

Third, the purpose of this guide is to give you the format we will be following, when we do our interviews with our (service professionals) community members, and our guest podcasters.

So now let's get into how this template H.E.L.P.S. us here and how we can be an extension of God's hands and feet through our acts of service.

HERO

H is for your hero. This is where we would like you to greet them by starting with a personal story in three primary parts.

The first part is the "Likeable Hero." This is where you're the guide. You can think of Elijah and Elisha in the Bible.

Elijah was the prophet (guide/mentor) and Elisha was the Hero (servant/mentoree). Elisha learned to tap into his superpower because of Elijah's guidance. You may think of yourself at times as the Hero but your ideal customers/listeners, etc. are the Hero and are looking for your guidance in your story.

The second part is where your "hero" is "Encountering Roadblocks." This is where they had frustrations, struggles, resistance, etc.

This is where you will begin to share how you helped your ideal who overcome an obstacle, etc. You showed them a better way.

The third part is where your "hero" is gaining or having success because of your guidance.

You'll encourage the listener/reader to how you can help them have transformation too.

EQUIP

E is for equip. Here is an example of “Top 10 Generic Interview Questions” below:

1. How have you established your credibility in the Marketplace?
2. What training, licensing, certifications, & affiliations have you possessed?
3. What talents, abilities, gifts, and talents do you have in the area of your expertise?
4. How long have you been doing this line of work?
5. What type of tools must you have to do your line of work?
6. What are the main struggles or bewarens in your line of work?
7. What best practices have you mastered compared to that of your colleagues?
8. What do you offer in your professional expertise?
9. Do you have any social proof that validates your expertise?
10. What makes you different from your colleagues (USP-Unique Selling Proposition)?

Ephesians 2:10, "For we are his handiwork, created in Christ Jesus for the good works that God has prepared in advance, that we should live in them."

LEVERAGE

L is for leverage. This is an area where you can share the results you were able to receive when you took the necessary steps of action to bring Heaven's revelation and transformation to your ideal who.

- Awards,
- Certifications,
- Licenses
- Case Studies
- Reviews
- Testimonials
- Etc.

Colossians 3: 23-24, "Whatever you do, work at it with all your heart, as working for the Lord, not for human masters, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving."

PROFFER

P is for presenting your offer. This is where you reveal the most important reason why your ideal people need what you have to offer. Remember to use the O.P.E.N method when creating your guide. Some of them are:

- Oblivious
- Pondering
- Engaged
- Need

What you have to offer, will fall into three of the four above categories; consider sharing something of value for free (i.e. taste & see) that brings more of Heaven's revelation, reformation, and transformation into your ideal who's situation.

This will help build your know, like, and trust factors. Here's a personal example below:

Do You Need A Breakthrough?

Receive a free 15-minute prophetic consulting session if you're in need of a breakthrough in your business or life in the areas of identity, purpose, assignment, or start-up/growth, at <http://wendytwine.com/consulting>

SUPPORT

S is for support.

Name (Wendy Twine) | Profession (Heavenpreneur)
Industry Category (Business) | #7M, #7MBusiness,
#Industry (#Marketing)

Subject: We're Looking for Heaven's Kingdom
Service Professionals

This is where you can mention the different ways
they can reach you or find more support resources.
Provide the social media platforms you're on.

Provide your website address.

Provide your mailing address.

Provide your phone number.

Plus, We will use no more than five hashtags in our
guide, for people looking for your Kingdom
resources and who looking for a deeper connection
with you and what you have to offer.

If you're interested in partnering in other ways,
reach out to wendytwine.com/contact

I pray that you found this template helpful. Your
feedback is welcome. Until we meet again, blessings
on your journey.

Wendy Twine, Your Chief Servant Officer