

STYLELIFE

Identity Refinement Exercise

1 Identity Refinement Exercise

This exercise will help you to refine your identity which you will want to convey crisply. It does not only help you articulate what you do, but by what you're capable of doing and how it relates to the woman you are interested in. Note that being successful is not necessary to attract a woman, but ambition and goals are. Equally important is your potential as a person to achieve the goals you set for yourself.

Think about what you do and where you want to be five years from now. With this in mind read the following questions and think about them before you answer. Take your time. Craft your answers carefully and before writing them down.

1. ***What are your current jobs, hobbies, and/or courses of study? Focus your answers on how you spend your time, not on what you think will please women.***

2. ***Select one of the answers to the question above (#2) and write it down here.***

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3. Given the hobby, job, or course of study, what are the most interesting, adventurous things you are or will be working on or studying that impact other people most? In what way does or will it affect them? List them all, whether they impact everyone in the world or just a small subset of people like elderly geography teachers in Cook County.

4. Now imagine that you are a recruiter for that job or hobby. And you want to prepare an advertisement to attract people to that position – people who are not involved in the field and know little or nothing about it. You want to do this by selling them on the importance of the job they will be doing. Keep in mind your answers to the question above (#2), but state the impact in such a way that it will affect the broadest number of people possible. Make sure, however, that the answer is truthful.

Become a _____
Select name of job or hobby

Where you can _____
Insert your sales line

[Examples: Become an engineer, where you can design the mobile phone of the future. Become a guitarist, where you can tour the world playing rock shows. Become a web designer, where you can help with the images of the world's biggest corporations. Become a writer, where you can create the Stylelife Challenge.]

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5. Now examine the sales line you wrote. Remove adjectives, adverbs, and other unnecessary hype words that appeal to emotion rather than stating fact (words such as “exciting,” “biggest,” “best,” “most powerful,” and so on). If possible, replace the hype words and the noun they modify with facts. Now examine the verb or verbs you use, and make sure that they are exciting and active (such as “create” or “launch” or “tour” rather than “have” or “do”). Now restate your sales line only as simply, factually, and powerfully as possible in under ten words.

[Example: “help with the images of the world’s biggest corporations” can either become “reinvent the images of corporations” or, if it’s true, “reinvent the images of Fortune 500 companies.”]

6. Now write down your answer to question #5 here. Then say it out loud, preceded by the word “I”:

| _____

7. This is your identity statement. Say it out loud until you are comfortable with it. If you do not feel that it is both interesting and accurate, rework your sales line until you do.

8. Return to question #3. Select another item that you listed as an answer to question #2,. Repeat this exercise until you have come up with an identity statement for up to four of the most interesting jobs, hobbies, or qualities you listed to question #2.

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9. List your final identity statements here. Begin each with the word I, followed by the sales line:

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YOUR IDENTITY

Examine your identity statements from question #9. You should have from one to four statements there.

Put a star next to the statement that is the most interesting to people outside of the field.

Put a star next to the statement that is the most interesting to women in particular.

Put a star next to the statement that is the most accurate.

Put a star next to the statement that most reflects the way you spend your time each day.

Put a star next to the statement you're most passionate about.

If any statement now has more than one star, that is your identity.

List it here:

I _____

If two statements have more than one star, you may express them as follows. Choose for yourself which identity fits which portion of the phrase better.

I _____, though in my

spare time I _____.

Final Note: These identity statements may elicit follow-up questions from women you meet. If they ask any, this is generally a sign that you have selected an interesting identity and expressed it well. Be prepared to answer them.