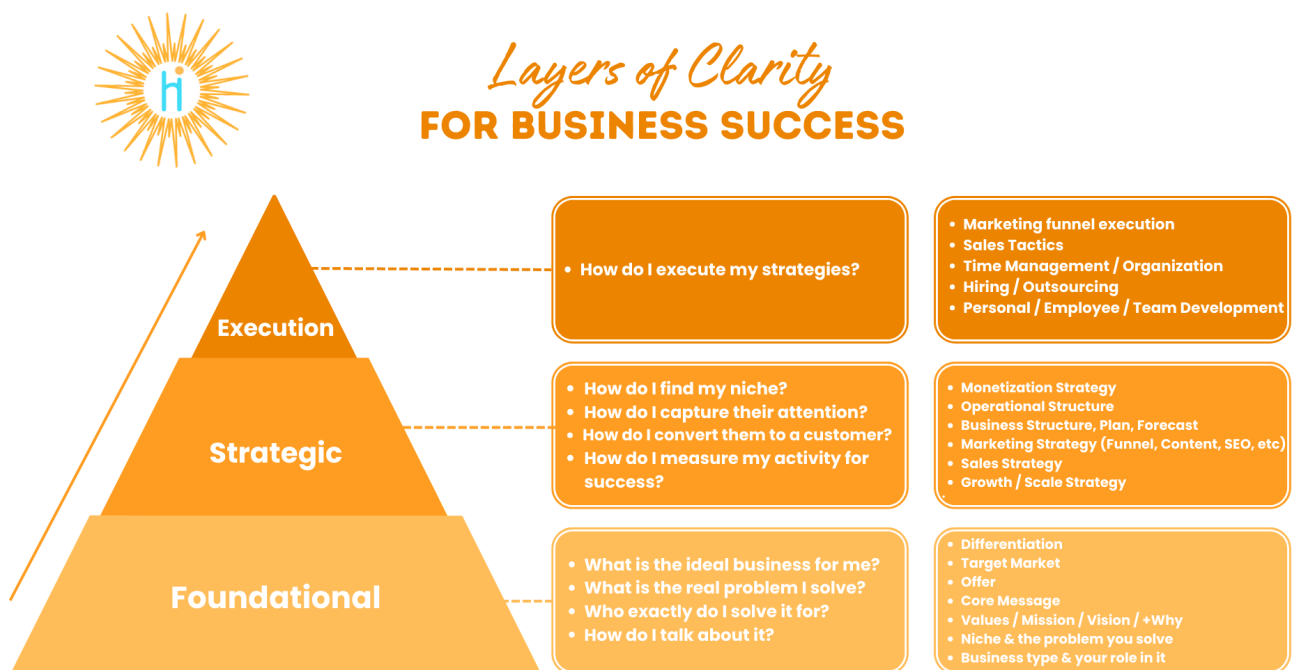


FOUNDATIONAL CLARITY CANVAS

As impact-driven entrepreneurs and coaches, we all want to create something impactful through our business. But it can be challenging to move forward and gain real traction when we don't have full clarity at the foundational level of our business.

When we're not clear, it can show up as resistance, confusion, stalling out, avoidance, overwhelm, and even embarrassment and doubt in our gifts or ability to build a thriving business.

And that's not ok, because you have real gifts to deliver to your clients and the world!



Bottom line – we can't move forward in our business until we have Foundational Clarity and we can't move into gaining Execution Clarity until we have Strategic Clarity.

The great news is that when you are clear at the foundational level, moving into strategic and execution strategy is a fun and fulfilling experience loaded with momentum and traction towards your vision.

To read more, check out this blog, ["What are the 3 levels of clarity in every business?."](#)

Introduction to your Canvas

I designed the Foundational Clarity Canvas to outline the components of foundational clarity you need in your business to move forward.

Do you need ALL of these points crystal clear before moving forward? Well, yes...and no.

Perfect clarity is sometimes elusive. You'll continue to refine your clarity throughout your entrepreneurial journey. A good goal is to feel 80% certain and to move forward.

For most of us, after reaching that 80% the biggest challenge is finding the perfect words to reflect what you know and feel. What I'm going to say next IS REALLY IMPORTANT TO REMEMBER & INTERNALIZE – It's MUCH more important to be clear at this stage than it is to find the perfect words. The perfect words will come (marketing)...and most likely those perfect words will come directly from your customers / clients as you work with them or serve over time.

So, for now, don't focus on perfection, focus on being clear.

It's MUCH more important to be clear at this stage than it is to find the perfect words.

Another important note: Clarity isn't usually a "once-and-done" kind of thing. You'll want to revisit your Foundational Clarity Canvas any time you make a pivot, feel stuck, or find yourself struggling to execute a strategy or communicate effectively.

Below are short descriptions of each point of clarity on your Foundational Clarity Canvas. You'll also see a full example in the Example Business Canvas below.

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Terms ("points of clarity")

Your goal should be to have some clarity (feeling over 80%) around all of these "points" before moving on to Strategy or Execution.

VALUES

Values aren't just what's important to us individually. Our values are central to every aspect of our business, from identifying our ideal niche, the problem we solve for them, our brand, and our execution superpowers. [Use this exercise](#) to help you uncover your top 3-5 core values. Your ideal niche shares most of your core values and some of your values also become central to the problem you solve, your brand, and how you serve & differentiate yourself in the market.

ROLES

The Roles we play are *how* we take action and create impact through our unique combination of top values in the world. We play MANY roles in our lives, but the most fulfilling roles are the result of our ability to fully live our top values in them. What roles do you play in your life right now? Are they aligned? Can they shift or change to be more aligned with your values? What are the core or primary roles you play in your business? Coach, Consultant, Architect, Leader, etc. What are the supporting roles you play under that primary role? Activator, Guide, Healer, Story-teller, Investigator, Connector? [Use this exercise](#) to help you pull out the primary & supporting roles you play.

CONTROLLING BELIEFS

A statement, or set of statements that explains WHY you do the work you do or serve the people you serve. This can be your own personal belief, a quote, or simply a fact – as long as it helps explain why you are driven to solve the problem you wish to solve or to work with the people you desire to work with.

Examples:

- “I believe that if you have the deep desire to make an impact in the world, then you innately have the capacity to achieve it.”
- “I believe if we can overcome our addiction to success, we can accomplish anything.”
- “The fact is, when children are given the opportunity to play outside every day, they do better in school and at home.”
- “80% of entrepreneurs fail in the first 5 years. I don’t believe that most of these entrepreneurs weren’t simply cut out for this or that they didn’t create a good business plan – I believe the system is broken.”

MISSION

Mission is your narrow/specific role in making the world a better place. It’s tied to your big belief and can either be specific (Get 1 million pairs of shoes to those who need them) or broad (create better access to childcare for struggling parents). Humanity inc.’s mission is to make sure more potential changemakers get the clarity they need to reach their full potential so that we can collectively take on the big problems.

Answer this question – “(your name), founder of (your business), is on a mission to _____.”

NICHE

Niche = Who you serve + their desired outcome + the problem you solve to help them achieve what they want.

Examples:

- Seasoned Women Lawyers who want to launch into private practice without burning out.
- Single women who want to feel better in their own skin so they can find their perfect partner.
- Purpose-driven entrepreneurs who need foundational clarity on their business so they can create a fulfilling and impactful business.



More about the niche components:

Who you serve = Identity = Target market (Journey Point + Demographics/psychographic + Roles).

Examples:

- Women Lawyers starting their own Law Firms.
- Aspiring Life Coaches.
- Transitioning college men.

Consider these categories of identity as you flesh out who you serve;

Psychographic Fearless, Changemaker, Purpose-driven, Creative, Introverted, Ambitious, Health-conscious, Spiritual, etc.

Roles - Mothers, Lawyers, Visionaries, Entrepreneurs, Leaders, Coaches, Student, etc.

Journey Point* - Aspiring (entrepreneurs / artists / leaders), New (mothers / coaches / homeowners), Retired, Transitioning, Recovering, Recent, etc.

Demographics - Roles / Location / Age / Gender / Race / Status: I.e. Single, Black,, Native American, Millennial, Mid-western, Brooklyn, Urban, Transgender, Med School Graduates, etc.

* See more about Your Niche's Journey Point below

Desired Outcome (What they want) - The big outcome or desire your niche has.

Examples:

- "To launch a business that has an impact in the world"
- "To help my child be happier at school"
- "To lose 20 pounds"
- "To advance my career"
- "To reach my full potential as a leader"

Journey Point – On the path to our desired outcome, we may experience problems along the way quite differently at different points on the journey. Let's use 'Aspiring Life Coaches' as an example. We must decide where on their journey we meet them – because at each point, they will experience the problem blocking them in a different way.

Very early in their journey, they may be just starting to explore the idea of leaving their jobs. The problem may be that they need clarity about what the process of becoming a coach looks like. A little later in the journey, they may be planning to leave their jobs and make the leap, but the problem now may be a lack of confidence or clarity on how to find their ideal niche or market.

YOU must decide where you WANT meet them on this journey – where do you feel able to serve them best? Where do you feel most passionate?

There is no right answer, but it's important to pick a singular point. Without clarity on the journey point, you'll struggle to connect deeply with their problem. Journey point examples of Parents: Parents of newborns vs. Parents of toddlers vs. Parents of tweens. Vs. Parents of college-bound teens.

Problem they want to solve – What's getting in the way of what they want? Important – the problem is what your potential client sees as the problem **right now**...not what *you* think the problem is.

For example, you may know that a lack of focus is almost always the problem – and to become a truly great writer, you need to create a daily practice of targeted journaling. BUT, that may not be what your niche THINKS is the problem. After talking to and interviewing your ideal niche, you may discover that *they* almost always identify the problem as 'writer's block'.

CROSSROADS

Urgency is required for your niche to take action to overcome the problem they're experiencing. Urgency needs to be authentic – there must be real, urgent consequences for your niche if they don't seek a solution to their problem.

Simple Example - "If I don't find the perfect wedding photographer for my wedding in time, we won't have beautiful pictures to memorialize the day and my partner will be furious with me!"

More Complex Example: "If I don't get clarity on my ideal niche & message, my business will fail & I may never reach my full potential."

Easy Formula for Urgency; "If I don't (solve problem), I won't _____."

It's helpful to create a short list of the real consequences your niche faces if they can't find a solution to their problem. The obvious and biggest failure is that they won't be able to achieve their desired outcome.

TRANSFORMATION

Your clients' big transformation in the simplest expression of the impact you have on them.

Simple formula for Transformation; "From (problem) to (achieving what they want)."

Examples:

- From Lonely to Married
- From struggling-to-attract-clients to fully booked
- From cluttered to an organized kitchen
- From spinning their wheels to launching their business
- From Unclear about their ideal Niche to Clear and ready to start talking about it in a powerful way

In addition, list the big amazing outcomes they'll walk away with. It's helpful to create a list of all the real outcomes your niche will experience once they solve their problem and then list the most impactful.

DIFFERENTIATION IN MARKET

How you are different from your competition in the same niche. The real question we need to answer when we think about differentiation is “What do my ideal niche look for in the solution to their problem? The answer comes from a combination of values & the qualities of who you serve (psychographics, roles, journey point, demographics).

A super simple example – I’m a busy mom after a late soccer game and I have hungry teens. Let’s say I value health & fun...I’m going to look for these qualities in the solution (feed my kids dinner) to my problem (no time);

1. A fast meal on the road
2. Yummy food my kids won’t complain about
3. AND it’s healthy enough (that I don’t feel guilty about it)

OFFER

Outline your primary offer or offers and the Call-to-Action (CTA) required to take the first step on your offer. You don’t need to include every detail of your offer, just an overview. You may include pricing here if you wish.

Examples of offers:

- SaS Software – 2 Tiers (Free, Premium)
- 1:1 Coaching, 3-month + Community Access
- 1-month Social Media Management Package, 3 posts/wk on up to 2 Platforms.
- On-demand Legal Consulting (monthly retainer for up to 10 hrs of remote service).
- Reiki Healing Sessions (single 60-min session \$90, package of 5 \$400).

Examples of clear CTA’s:

- “Schedule a Consultation”
- “Book a Demo”
- “Register Now” or “Schedule a session”

- “Get a Quote”
- “Buy Now”
- “Sign Up”
- “Join” or “Upgrade Now”
- “Talk to an advisor on the right legal counsel for your team”

A good rule of thumb is that low-cost offers can lead directly to a sales page or “Buy Now/Sign Up” CTA, whereas higher cost offers may require 1 on 1 time with you or a sales rep before a purchase.

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What's Next?

Now it's time to assess your canvas. Are you clear (over 80%) on all of your Foundational Clarity points? Remember, it's fine if you don't have the perfect *words* yet. As long as you have the right sentiment and it's CLEAR.

If YES, you're ready to move into Strategic Clarity! If NO, it's time to get support.

If you'd like feedback on your canvas, you're invited to schedule a **90-minute Clarity Intensive session**.

In a 1:1 session with Melissa, we'll;

- Review your Canvas together in detail
- Identify where further clarity may be needed
- Make recommendations for closing any clarity gaps
- Ensure you're ready to jump into Strategic Clarity!

PLUS 2-weeks of follow-up support via email or DM to ensure you've got your Foundational clarity canvas nailed down.

Cost: \$597

BOOK NOW



About Melissa Davis & Humanity inc.

Melissa Davis is an entrepreneurial clarity coach on a mission to ensure you reach your full potential & impact on the world.

She's worked with startups, founders, and coaches for over 10 years, helping them gain foundational clarity around what they stand for, their innate superpowers, and how to use those gifts to create impactful and fulfilling businesses that allow them to live their fullest potential.

Whether you're an aspiring entrepreneur or re-gaining clarity around your business, Melissa helps you get the clarity needed to move forward in passion, fulfillment, and impact.



Humanity inc.
www.humanityinc.world

