

## Exercise: Discipline for Market

In as few words as possible, using NO adjectives, write out what you do and for whom you do it. This exercise can be practical (today) or aspirational (tomorrow).

## **Examples:**

- 1. Win Without Pitching: sales training for creative professionals
- 2. Edible Interiors: interior design for food, beverage and hospitality sectors

	Discipline
FOR	
FOR	Market