



Module 1: Messaging

the marketing and messaging class



CRAFTING YOUR POWERFUL MESSAGE

EXERCISE #1

INSTRUCTIONS

Below you'll find a series of questions. Use them as prompts to help you get at the elements of your message. You'll be prompted to explore your passions, beliefs, perspective, life experience, priorities, and purpose. You'll notice that I often ask the a question in different ways. This is to come at the same concept from a different angle to trigger different answers. Skip anything you find too repetitive or is not serving you.

TIPS

This is a brainstorming exercise. The purpose is to free associate and write out your answers without censoring yourself. Write as you'd actually speak. It doesn't have to make sense or come together right now. It's not for public consumption at this point. Just let it rip.

There are a lot of questions! Give yourself time and space to really enjoy the process.

If you get rattled by any of the questions, feel pressure to "get it right," or driven to craft something beautiful right away, take a step back. This is just brainstorming.

If you're confused by any of the questions or are stumped by how to answer them, feel free to skip them. You can also ask for help on the Facebook group.

Feel free to post some of your salient takeaways on the Facebook group. This is good practice in getting comfortable putting yourself and what you stand for out there.

QUESTIONS:

When you think about your life, what events have influenced you the most? How have they made you who you are today?

What do you really want people to understand about who you are and your life?

How has your life story influenced what matters to you the most and what you believe?

If you had to take a stand about something, what would that be?

When you're at your best, what are you doing? How are you showing up?

When you're at worst, what are you doing? How are you showing up?

Use the back for more space

QUESTIONS:

What do you truly care about in your work?

Why does what you do matter? How does it help?

Why is it important?

And why is *that* important?

Where do you seem to excel where others have trouble?

What are you especially good at?

Use the back for more space

QUESTIONS:

What could you talk about all day long? What are you always explaining or discussing with your clients?

What do you wish more people were talking about?

What would you like to shout from the roof tops? How would you finish this sentence, "C'mon people, can't you see that....."

What's so important you think everyone needs to know it?

What are you always studying and learning about?

What can't you help noticing when you observe people and this world?

Use the back for more space

QUESTIONS:

What is easy for you? What are you naturally good at? Do you ever think why is that so hard for her, just do it like this?

What makes you angry or annoys you about how others “do it”?

How do you do it differently? Why is that better? How does that help?

Why is that important? Rant a little. What gets you hot and bothered and exasperated?

How could you flip that around to be your own manifesto of what you believe?
