clear.
simplified.
your own.

Module 1: Messaging
the marketing and messaging class

CLARIFYING YOUR POWERFUL MESSAGE

EXERCISE #2

HOW TO CLARIFY YOUR MESSAGE

1   Read through your answers to the questions in exercise #1, Crafting Your Powerful Message. Circle key words and underline sections that really seem to say what you mean, that resonate with you. Make a special note of your unique perspective and how you help others.

2   Is there a pattern or a theme? Do your thoughts center around a central issue? Or two or three central issues?

3   What can it be distilled to? Are there 3 words or concepts that sum up these central issues? Could you sum up your message into a sentence or two? A paragraph? *(Try that now.)*

4   If you always showed up living these 3 words or concepts, your message, would you be absolutely in integrity with yourself? Would this be your best self? Would it be easy for you to get behind your message?

5   Could you say... I stand for or believe in _____ , _____ , and _____? Is there anything essential that's missing? What's essential about your message that WITHOUT WHICH it doesn't stand on it's own?

6   Does your message have passion? Does it get you all juiced up and excited?

7   Does it represent what you believe in? Your perspective? Your life experience? Your priorities and values?

8 Does it feel like your purpose? Your reason for being? What you're here to do and help people with?

9 Does your message feel *both* like what you're here to teach and what you're here to learn?

10 Check in with how your message feels in your body? Use your body as a litmus test for accuracy and truth. Does it feel good? Does it feel like a YES! Does it feel like you can own it?

TIPS

Your message doesn't have to be totally polished and something you'd share with your potential clients, though it can be.

For me, my message comes out a little bit differently every time I use it in my communications, so don't get hung up on the perfectly constructed message. We're looking for core concepts and principles.

Here are some formats that might help if you're getting lost in the words:

I believe in/My guiding principles are:

- xyz

- abc

- def

I believe if {xyz} happenings, then {abc positive result} happenings.

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