

clear.  
simplified.  
your own.

## *Module 2: Messaging In Action*

the marketing and messaging class



### THE OPENNESS SCALE

#### **EXERCISE #2**

# WHERE ARE YOU ON THE OPENNESS SCALE?

It's useful to check in on how open and true you're being in your messaging and marketing. We all have a tendency to edit, hide, restate, soften, and censor ourselves. We tend to not want to screw things up, offend people, say the wrong thing, be too bold... so we hold back.

This means we often don't share our real selves and miss out on opportunities to truly connect with our potential customers.

You will need to find the right balance between sharing of yourself and keeping what you need to keep private to yourself. There is no right mix. It's very individual and it will evolve and change.

It is good to stretch yourself and move up the openness scale as you become more comfortable with your message and putting it out there.

One way to use the openness scale, is to check in frequently and assess how you feel after you engage in outward facing communications.

This will give you data and help you know how you can tweak your marketing efforts and evolve them so you're more comfortable being you in your marketing.

## **Ask yourself questions like...**

Did you share your true self? Could you share more? Is there room for more truth and vulnerability? *(Would this feel good? Safe? If not, what would make it feel better and safer?)*

How much of your core message or uncensored "rant" did you put out there? Did it feel connected? How open are you being?

least open



most open