



Module 1: Messaging

the marketing and messaging class



OWNING YOUR POWERFUL MESSAGE

EXERCISE #3

HOW TO OWN YOUR MESSAGE

1

Read your 3 word summary or your distilled version of your message often, at least daily, over the next few days or weeks.

2

Try it on for size. Let it percolate. Play with it. Taste it like a fine glass of wine. What are the nuances of it? Do you want more of it? How would you expand on it or revise it?

3

Is it too big and unwieldy? Too small or confining? Does it center you or scatter you? Does it feel like you can hold it?

4

Does it make you feel excited? Connected? Alive? Aligned? Does it feel like you?

5

Do you want to tweak it or evolve it? Do so as you gain new insights.

6

Where do you show up already with this message in your life and your business? How do you already embody it? Make a note of that. Also note where you're not showing up in alignment with your message.

7

Practice integrating your message into conversations about your work. Start explicitly share more of your message. Make a note of how that goes. Do this with a variety of people—not everyone is the perfect match for your message and that's okay.

8

As you keep your message top of mind stay open to connections and ideas. How could you further develop your business around your message?

9

Post about your experience sharing your message in your life and business communications in the Facebook group. What worked? What didn't? How'd it go? Be a scientist and continue to experiment. There is no failure! There's only feedback.

xo,

Amira