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Module 2: Messaging In Action

the marketing and messaging class



PUTTING YOURSELF OUT
THERE

EXERCISE #3

SHARE YOUR MESSAGE DAILY

One essential way to get your message out there and connect with people is to share your message frequently. This may seem obvious, however most people don't take this very basic action.

1) Your assignment is to take your message on a 7-day road show.

Use the answers you came up with in *Exercise #1: "101 Different Ways To Say What You Mean"* and integrate what you came up with in your communications this week.

How you do that is up to you. I highly suggest for this week that you try out a variety of different modes of communication:

- In-person
- On the phone / Skype
- Email
- Newsletters
- Hand-written letters
- Flyers
- Website
- Blog
- Videos
- Photos, Instagram or elsewhere
- Facebook/Twitter/LinkedIn/Other Social Media
- Networking meetings
- Conversations with friends and family
- Conversations with colleagues
- And any other way that comes to your mind!

2) Be A Scientist - How'd it go?

Investigate your feelings: Notice what this level of openness feels like. Does it feel good? Are you anxious?

Investigate any self-imposed limits. Are you censoring yourself? Where could you share more? What, if anything, are holding back or not saying? What would you like to say next time?

Investigate the conditions for growth: What would need to change or be different for you to be more open? What are the conditions for openness?

Investigate the conditions for comfort and ease: What would need to change or be different for you to be more at ease with your marketing? What are the conditions for ease?

Investigate alignment. Does what I'm putting out there align with me? Am I in integrity with it? Does it represent my best self? Who I want to be?

Investigate openness. Where are you at on the openness scale?

2) Track what you did each day and how it went for you.

Tracking this will help you greatly as we move into next week and building your unique marketing plan.

I encourage you to exploring a wide variety of different types of communication methods.