

PLATFORM

Get One

Clarity and
Client
FOREPLAY

Copy and Brand
Alignment

What's Your
*MILLION
DOLLAR*
Message?



“Authenticity is a collection of choices that we have to make every day. It’s about the choice to show up and be real. The choice to be honest. The choice to let our true selves be seen.” –

Brene Brown

Welcome. =) As you can probably tell by my cheeky cover, this isn’t business as usual. I’m going to ask the tough questions. And will probably swear a little. I encourage you to write the first thing that comes to mind. NO judging. (If you’re a Bieber freak, this is the safe place to own it.) I also encourage you to spend no more than 20 seconds contemplating your answer. Just. Start. Typing. (Or writing if you’re old school like me and printed this out!)

First - let’s address the elephant in the room. You’ve got brand. Brand identity. Brand aesthetics. Brand story. Copy. Messaging. Logo. It’s a common cause of “Holy shit how will I ever figure all of this out” syndrome. All of these words are regularly thrown around the FB groups and the masterminds and you can probably find a separate service and separate expert for every single one of them. But make no mistake; your brand identity, your messaging, your story are all tied tightly together. They are all ingredients to your money recipe. And the most important point to remember is that they should all begin by being an extension of YOU.

This little playbook is the start of brand alignment. Clarity = Conversion.

A few days ago I stumbled on a site for a healer. The site colors were black and deep red. The lines were very sharp and angular. I didn’t feel peaceful at all and because the aesthetics didn’t match the title of this particular person, I felt I had to dig deeper into the

site to figure out what it was all about and then of course I remembered that I don't have time for that crap and I X'd out. That healer may have been a miracle worker, but she is losing money because her brand is out of alignment. The copy, the energy, the aesthetics, the message; they have to work together, side by side, in harmony. If they don't you are leaving thousands of dollars on the table. I couldn't picture this woman healing and meditating. I was actually picturing her kicking someone's ass. (For some reason, black and red says "don't mess with me".)

Once you know who you are, what you stand for and how you want to make people feel, you can build an empire that speaks to your soul *and* to your tribe.

WHAT'S YOUR DEAL? WHAT'S YOUR STORY?

Stories sell. Think about it. What commercials and movies do you love? The ones that tug at the heart strings? The ones that remind you of a night out with friends? Or the ones that entertain you? They all have something in common. They tell a story that you can relate to. What follows is a series of exercises and questions meant to help you uncover the unique DNA (Divine and Natural Attributes) that drive you and your business. Do not get stuck in perfection. There are no right or wrong answers. But here is what often happens: Jane decides she wants to start a business. She hires a mentor, starts the process, looks at a bunch of other websites to see what they are doing and then models her business after the most successful. That's great to a point. You WANT to follow a proven business model and that model has some universal traits that we all use. What you don't want is a copycat message. Audiences can smell a fake. But worse than that? YOU know when you aren't being authentic. YOU know when you have fit yourself into a mold that doesn't entirely match your naked, authentic self. What happens then is what I like to call "soul fatigue." And it sucks. Not only that, but your "fakeness" will ring loud

and clear. You cannot sustain a brand and message that isn't authentically you. Just ask Milli Vanilli. =)

Full disclosure-When I first started coaching, I felt like I had to speak a certain language. I found myself writing in a very esoteric tone, talking all about paradigm shifts and higher consciousness. One day, after an entire night of doing laps around my house with a sick baby, I had had it. I sent out an email in my own language, my own tone, with not one word my old Aunt Mayme would have to google. I got one angry email from a woman who didn't think I should use the word "shit." I got a BUNCH more from people who were grateful that I got real.

This is the time to uncover, embrace and live your truth. This is meant to be an exercise in self-awareness and alignment. You have to know yourself before you can create a Million Dollar Message that makes a huge impact. Your truth is as unique to you as your genetic makeup. It's what sets you apart. And when you embrace it, live it, and put it up in lights - you virtually eliminate competition by the very principle that NO one is exactly like you. There is no psychology going on here. We aren't conducting market research, performing brand psychology tests or going all "neuro-linguistic programming" on you. What matters is that you create and share something that you LOVE. YOU have to love it in order to commit to it. YOU have to love it in order to be its biggest advocate. And when YOU love it, loads of other people will too.

Your brand story may never actually be totally spelled out with words. Yet it's imperative that you know what it is. Confused? Let me explain. You may never sit and write out in a lengthy narrative the back story to your brand and then slap that narrative onto your homepage. However when YOU as the embodiment of your business, are crystal clear on what you stand for and why, lengthy narratives are not

necessary. Your audience will come to know what you stand for, they will come to expect it from you. It's what makes you unforgettable. So you're the sharp tongued mommy blogger who loves her kids and her cabernet equally? (Nothing wrong with pretending its 8pm and putting them to bed so you can have quality time with the Real Housewives.) They expect sarcasm and laughs from you. Are you the attorney who never leaves home without stilettos, expensive lingerie and a vocabulary that would intimidate The Rock? They expect directness from you. Do you fold celebrity gossip into all of your newsletters because you geek out on knowing who wore what on the red carpet? Own it. Own it all.

This is SOOOO important to remember. Your brand message is NOT a logo, or a font you put your name in or the colors on your site. Those things reflect your brand but they are not the core. Your brand's core message is the experience you give to others. It is the experience that people have in your presence. It is the feeling that people get when they stumble onto what you have created. You need to know who you are so that your copy, your aesthetics and your tone each reflect your energy. What kind of experience do you want to give? One of the best ways to figure that out is to ask yourself what kind of experience you like to GET!

Knowing your truth and sharing it proudly is what turns passersby into raving fans.

This document is the bones, the core, the mecca of your million dollar message. It's the foundation upon which you will build your juicy, generous, cup-filling empire. So have fun, but be real. Do the work, but breathe deeply. This is the nurturing part of the journey; the first step to sharing your brilliance. Let's go deep.

1. Name - (See? We started off easy):
2. Current company and website if you have one: (Do you still love it?)
3. Title you're currently calling yourself: (Again, no worries if you're still playing around with that. Just write "Queen of awesomeness. Sudoku master. Reality TV addict." Whatever.)
4. If you are already in business, what parts/tasks currently make you want to stick a fork in your eye? What are we releasing? (Need a prompt? Finish this sentence: In a perfect world I would never again have to.....)

5. When it comes to work, the tasks that really make you tick, light your fire, get your juices going are:

Fact: You're weird. I'm weird. Embrace your "strange." Admit what you love.

WHERE DO YOU LOVE TO GO? Where do you love to BE? Is there a place, a store, a restaurant, a vacation spot, a particular friend's house that makes you feel all warm and fuzzy inside? You go to this place and you instantly relax. It feels like home. It feels like you. Where is it and why do you love it? How does it make you feel? What is the experience like?

Round Up Truth Bombs:

What did you love to do as a child? (I loved to color. I still do)

What would you do if you had all the money in the world?

What do you lose yourself in?

What do people come to you for? Advice? Computer tune ups? Food?

What time or event in your life made you feel the MOST capable and confident?

What do you like to do on a rainy Sunday when the work is all caught up and you can just play?

Whose life and energy do you particularly admire and WHY? What about their life appeals to you?

What would you do if you knew you would not fail?

What would you declare from the mountain top if you knew you wouldn't be judged?

Go back and answer these questions. All of these seemingly nonsense things aren't nonsense at all. They are a part of you. As much a part of you as the color of your skin. And you've got to bring all of the weird, unique, crazy, beautiful parts of you to your business. The things you think are the most embarrassing or least relevant parts of your tapestry just might be the tipping points that take you from zero followers to smashing success. Time to own 'em baby!

How many of you have a little bit of an addiction to Starbucks? Guilty. Right here. I love it. I don't care that it costs me \$4 a pop. I will absolutely drive 3 miles out of my way to get it and yes, it always makes me feel just a little better. Why? Because Starbucks knows their story. The guy who created Starbucks knew what he wanted to create based on the feelings that he himself enjoyed feeling. He knew the experience he wanted to *give* based on the experience he wanted to *have*. He made it feel like a living room. A salon with laid back, like-minded people and delicious coffee and treats. He knew his story.

WHAT DO YOU STAND FOR?

Take a minute to think about what brands you love and are loyal to? Cosmetics, foods, restaurants, clothing stores, beers, magazines. What do you love? List at least three brands that have your heart and ask yourself what you love. Is it how they look? What they do? How they market? What they stand for? How do they make you feel? Can you recite their tag line? Sing their commercial? Answer below.

1.

2.

3.

Your brand is:

- The promise you make (and always keep)
- The experience you share and give
- The connection you build
- The benefits people get from your product or service
- Your voice and tone
- Your colors, fonts and logos
- Your aspirations
- The gifts you want to give
- The energy you want to embody and project

It's all of those things. Think about your brand and message as a person. What traits and qualities do they embody? Below is a list of adjectives. Choose ten that best embody the FEEL that you want your creation to emanate. Then narrow it to 5. You will likely find that the words you choose are also describing *you*.

Warm	professional	active	soft
Sweet	hardcore	basic	kind
Compassionate	sensitive	innovative	lighthearted
Funny	thought provoking	vivacious	inspiring
Whimsical	glamorous	bubbly	tough
Sleek	bad-ass	creative	stylish
Modern	shocking	carefree	simple
New	serene	complex	fancy
Clean	bold	futuristic	real
Happy	spiritual	dazzling	honest
Beautiful	educated	feisty	cutting edge

The keys to branding success are self-definition, transparency, authenticity and accountability- Simon Mainwaring

Copy Break- You have to use words that resonate with you. There are loads of linguistic exercises we can do but let's keep it simple. Which word group feels the most like you (It's ok to pick two but not three).

Group 1: heart, soul, consciousness, spirit, love, amazing, abundance, home, map, formula, potion, passion

Group 2: fast-track, hot, blast, move, cut, edge, blueprint, sleek, innovation

Group 3: luxury, fabulous, freedom, lifestyle, A-list, front row

Group 4: work, outsource, system, strategic, analyze, research, support

Super important to remember: This is not just about what you offer. It's about how you offer it. Come with me for a sec. Let's use the example of personal development. (Warning- this example is not for the faint of heart and will contain swear words. It will also illustrate an important point so buckle up). You don't need to watch the entire videos. My point will be made within the first minute of each.

Take Brendon Burchard. Brendon is the clean cut, teacher-like, guy next door that you want to introduce to your mother. He inspires by presenting a "build you up/you can do it" message that is consistent across all of his marketing.

<http://www.youtube.com/watch?v=LYwz3JUslw>

Now, check out Garrett White (but not while children are around.) Garrett calls you names. <http://www.youtube.com/watch?v=UhUuQaYxPKU>

Both of these men deliver very similar outcomes for their tribes. They both teach similar tactics and “lessons.” Yet they do so in DRASTICALLY different ways. Both are brilliant. Both make loads of money. And they make that money because they both know who in the hell they are and they unapologetically, consistently own their truths and share it every chance they get. I am guessing that “oh no what if everyone doesn’t like me” very rarely enters their minds! Why? Because they both know exactly who their ideal client is and what kind of message their ideal client will respond to. They both know the kind of experience they want to give and they give it every time. Garrett isn’t afraid of offending, Brendon isn’t afraid of appearing too squeaky clean. They own their nature. They own the traits that make them who they are and they operate from a place of faith, courage and genuineness knowing that like-minded people will “get it.”

So - do you like unicorns? Dirty jokes? Reality TV? (Right here!) Do you swear or speak softly? Do you dress in crazy colors and spend all your spare time baking? Do you blush when someone says “sex?” Or are you the person who says it? Whatever it is, it’s you. And you are beautiful.

WHAT PISSES YOU OFF?

Our greatest successes will stem from our willingness to fight for something. What pisses you off? I’ll go first. What pisses me off is seeing talented, brilliant, amazing women playing small and shrinking from their desire for a kick ass life. It’s why I do what I do. Your turn.

WHAT DO YOU KNOW FOR SURE?

Your answer should be the thing you would stand up on the table and proclaim. It should be the thing that you will never stop believing, never stop shouting, never stop fighting for. What I know for sure is that the sweet life is readily available to each and every one of us and that with a blend of spirit, strategy, responsibility and mind mastery, everything can shift from rock bottom to blissed out. EVERY single one of us has the power to create a kick ass life. NO one can convince me otherwise. Don't even try. =) So what do YOU know for sure?

WHAT AWARD WOULD YOU MOST LIKE TO WIN? WHAT DO YOU WANT TO BE KNOWN FOR?

(insert name) is the go to expert for helping _____ to _____ so that they can _____.

And now, (because it can't ALL be about you), let's talk Ideal Clients.

"But EVERYONE can use what I've got." I get it. And it might be true. (I totally feel that way about my Happiness School). But you, serving EVERYONE (roughly 7 billion people) is a pretty tall (and impossible) order. Now you have probably thought about

your ideal client profile before and you know the demographics: female, 35-55, with an income of blah blah blah..

Sure, those logistical demographics are important to keep in mind, however here's what happens when you build and launch a program based only on age, gender and other boring stats—you run the risk of getting clients that you can't stand and who drain you completely.

Think about it. There's a woman in my neighborhood who totally fits my target dem of female, age 35-55, mother, career-woman etc. But she is a miserable person. I have compassion for her of course, but I have no desire to regularly subject myself to her constant negativity, judgments and complaining. You have to LIKE your clients to like your business.

What kind of person are they on the inside? Do you want someone who makes excuses or someone who will stop at nothing? Do you want someone who loves being a stay at home mom or who can't wait to return to the work force? Are they positive and happy or snarky and skeptic? Think about these prompts:

- When faced with an obstacle, my ideal client feels _____ and then immediately _____
- When it comes to gossip, my client...
- When my client sees an injustice happening in the world she feels...

- The social issue/issues that bother my client the most are...
- On weekends my client spends her free time...
- At parties she is...
- If I had a date night with my ideal client we would probably...
- My client is very academic, very professional OR is light hearted and frequently uses LOL and OMG
- My client loves to ... (shop, read, watch tv, drink wine, play with her kids, study, fix things, be in nature, party at the clubs, meditate in her giant walk in closet etc.)
- But sometimes, she can't sleep at night because she worries about...
- I know that if she could just... her life would be better.

Do you WANT to hang out with this person? If the answer is yes, you are on your way.

Reality check-Your ideal client profile isn't about the people you COULD serve, it's about the people you WANT to serve. Your target market isn't something that happens by default based on who COULD use your services or product. YOU choose the target market. YOU start speaking to them. YOU make it happen.



Exit Speed round. Fill in the blanks:

1. (Name of Company or yourself) is where _____
meets_____.
2. (name of your business) is the (Your unique point of distinction) to provide (the benefits) to (your ideal client profile) who choose my offering in order to (the outcome your client receives.)

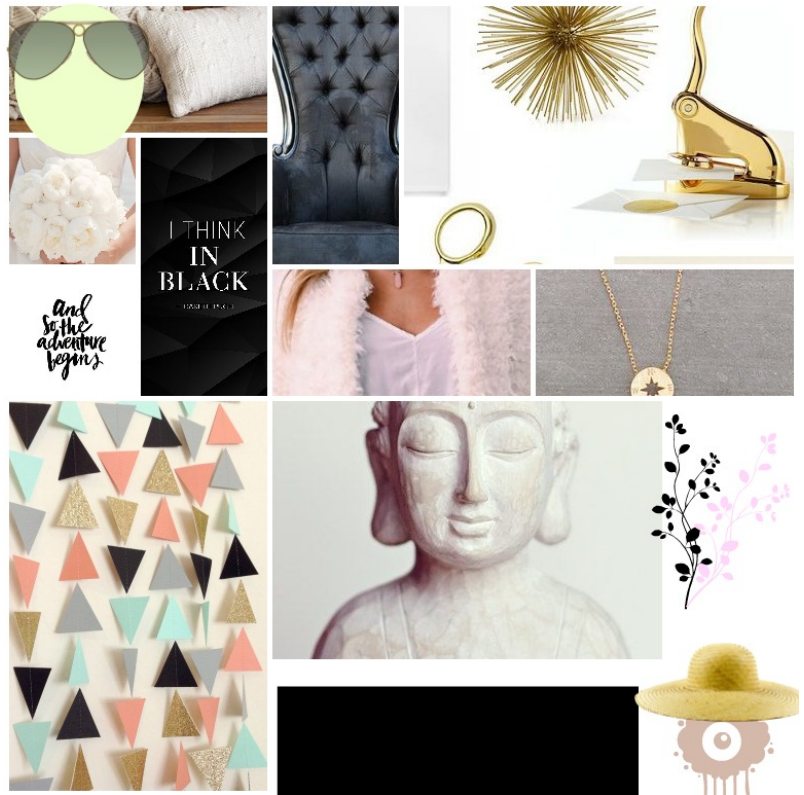
3. When people stumble onto my site they immediately feel _____
4. People keep coming back to me because my business has given them _____
5. My offering is different from the others out there in that I aim to _____ and _____ for my clients.
6. People are often surprised to find that I am _____ and end up describing their time with me as _____.

To sum up. If you build it, they *might* come. If you build it, love it, nurture it, own it, consistently shout it, shine a light on it, share it with love and commit to it with unwavering faith and devotion- they *will* come.... and they will stay. And then the best part about that? They will do a good bit of the work *for* you. Because a happy client is the cheapest marketing you'll ever run, and the greatest gift you'll ever get.

Now just a few more things...



Which of these collages resonates with you more? _____



THE BREAKDOWN

(Please fill in blank with your preferences)

Buttoned up or birthday suit? _____

New York City or Deserted Island? _____

Vanilla Ice Cream or Chocolate peanut butter coffee ice cream with loads of toppings?

Make a decision RIGHT NOW or sleep on it? _____

Write a book or speak on stage? _____

(I promise you, it's all relevant!)

Top Three Favorite Celebrities:

1. _____

2. _____

3. _____

This is the beginning of your million dollar messaging. XO

"Following all the rules leaves a completed checklist. Following your heart achieves a completed you." — Ray Davis

The End

Or...

The beginning....

It's all about perspective isn't it? ;)

***Want to go deeper? Get your FREE
4-day course in MIRACLES! Click here.***

***Or maybe you'd like to sip lemonade
with your feet up while we do all the
work. Fine with us. We geek out on
creating your **Million Dollar Message**
and finding your sweet spot.***

***Come confused, leave with a kick-ass
world domination ascension plan.***

***Click here to apply to upgrade to VIP
status and book your full bodied, haute
couture, custom made VIP day.***