



Master Your Message

Message:

I help _____ to _____ so they can _____.

A) I help _____ (this is your audience)

B) to _____ (this is the problem you solve)

C) so they can _____ (this is the outcome they experience)

My examples:

1) I help speakers to unleash their story so they can share their message with the world.

2) I help entrepreneurs to reignite their joy so they can live their highest purpose

3) I help artists to become hybrid speakers so they can share their gift for large audiences

Message to Mission

Mission:

Once they _____, they will _____.

A) Once they _____ (this is the action they take)

B) they will _____ (this is the outcome others will experience)

C) The final outcome is your mission

My examples:

1) Once they share their message, they will lead people to take inspired action.

2) Once they live their highest purpose, they will inspire others to find theirs.

3) Once they share their gift, they will touch and change lives through the power of creative expression.

Message + Mission

I help _____ to _____ so they can _____.

Once they _____, they will _____.