

— she owns it —

# UNLOCK YOUR POWERFUL MESSAGE



## WORKBOOK

A questionnaire to help you  
uncover your powerful  
brand message

## CONNECT

# *Well hello there!*

Congrats on a great decision to work on your brand messaging! You're about to tweak the way you present your brand to create huge growth for your biz.

That's big because when you share powerful messaging that attracts and nurtures your dream customers, you get to:



- ✓ Build a community instead of just 'an audience'
- ✓ Nurture that community with content that helps them make powerful shifts in perspective
- ✓ Stop creating content for content's sake and start feeling good knowing that every piece of content you create is working for your biz
- ✓ Remove icky selling from your sales system and build know, like and trust on autopilot
- ✓ Move ahead in your biz feeling relieved that your messaging speaks to the people that matter AND converts to sales

Ready to get started?!

Let's make your messaging a whole lot better! 🔥



*xx Rach*

If you're reading this, you know that having a good messaging is important. You've spent too many hours creating content that falls flat. You've felt the struggle of forcing yourself to show up and seeing no results.

The thing is, creating content isn't just about getting visible and promoting your product or service. It's also about creating a 'this is the place to be' vibe, helping your community make powerful perspective shifts that open doors for growth and creating the right content that will lead to the profitable impact you're hoping for.

Because before you can:

- confidently sell your offer online
- put new offers into the world that actually convert
- get to that next level of sales

You need attract the right people to your brand.

(Not a bunch of randoms who signed up for a giveaway or couldn't pick you out from all the other XX businesses offering your thing online)

*you want to attract people who are already  
interested in the problem you can solve for them*

Let's get started making it happen!

# Brand Q & A

Let's start with a powerful Q & A and that will help you pinpoint and strengthen your brand message. If you have any trouble answering these questions, come into the Membership FB Group, tag me @RachelLewis and we'll brainstorm!

Who do you stand for? What type of person or segment of the community does your offer serve?

When it comes to your industry, what are some common practises or messages that you strongly disagree with or stand against?

When it comes to your industry, what do you stand FOR? What change do you want to contribute to?

List three things that you get FIERCELY emotional about when it comes to your customers- 'I get upset when...':

In relation to your offer, what does your ideal customer struggle with? What is causing them daily, pain in the butt frustration? List 3 things:

What IMPACT does that frustration or pain result in? What results from it?

What does your customer fear? What do they feel ashamed about? How are they NOT showing up for themselves?

How does that all of the above make them FEEL?

If they SOLVED the problem, what would the result be? List 3 benefits the customer is missing out on because they DON'T have your offer:

How would THOSE result make them feel or change their life?

In what ways have they already tried to SOLVE this problem? What are the issues with those solutions? Why haven't they worked?

Why do people think YOUR offer won't work?

How can you show them that's wrong? Consider relevant facts, figures, testimonials, statistics:

A large, empty rectangular box with a light beige background, intended for the user to provide evidence such as facts, figures, testimonials, or statistics.

How does your offer solve this problem in a unique and easy way? Instead of X, we do X and THIS is why it works. List 3 ways:

A large, empty rectangular box with a light beige background, intended for the user to list three unique and easy ways their offer solves a problem.



# Key community building messages

Taking all of your new knowledge about the magic of your brand and how you serve your customers, write down 5 key messages that would inspire, build up and delight your ideal customer:

For example: 'You deserve XX too' 'Forget X. At X, we stand for X' 'You don't need to X to X'

1.

2.

3.

4.

5.

# Key community building messages

Next, reflect on the pain points and how your brand offers a unique solution to them. Write 5 key messages that outline how your offer contributes to powerful change. Using the prompts below, complete on the next page:

1.

I used to (pain point) only to (the result). I felt like (how it negatively impacted you). Then I (switched my strategy/ changed it up/ chose growth) and now (improved resul). I finally feel (dream result)

2.

I thought (your offer) was overrated until I realised (how you were stuck) I started to take (your offer) seriously and realised there was more to it than I thought. I (offer based action you took) and now I've (result)- largely due to (your offer)

3.

(Time ago eg 4 months ago) I thought spending time on (your offer) was pointless. But (how you stayed stuck). So I gave it a go. Now (transformational result).

4.

I thought I could just wing it (goal) with no strategy. But I was (Negative result of winging it). So I got serious about (goal). Now I (transformational result).

5.

I used to spend hours (doing the thing) only to get (painful result). I felt like I was wasting my time and thought about giving up. Then I switched my strategy/ changed it up/ chose growth) and now I (transformational result). I finally feel like (all my work/ effort) paid off

# Key community building messages

Next, reflect on the pain points and how your brand offers a unique solution to them. Write 5 key messages that outline how your offer contributes to powerful change. Use the prompts above and complete below:

1.

2.

3.

4.

5.

# Pro tip

Fill in the blanks below, copy and paste it to ChatGPT for insight and ideas!

Hi ChatGPT! My business is called X. Our offer is X. My ideal customer is X. They suffer from/ are stuck with X. It makes them feel X. It would be their dream to X. If they reached their dream, they would feel X.

They are staying stuck because X. But how our brand does it is different. Instead of X, we do X. While others in the industry say X we say X. While others in the industry do X, we X.

And using those unique strategies, our customers can reach their dream and beyond.

Using this information, can you write me 5 key community building, connection based content messages that I can share?