


MODULE 4

# *Change-Makers Mastermind*

MAGNETIC MESSAGING



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## MODULE 4

# *The Key To Standing Out + Being On Like Donkey Kong*

Powerful messaging... we think it is about US most of the time. But really, it's about THEM: our audience.

It's about serving and helping THEM. So you have to know THEM well, and in every post, speak to them directly.

Before we get into Messaging too much, I know that it trips you up a lot. You feel overwhelmed, like you don't know what to write, or like you want to say something bold... but you're afraid to.

When you're worried about pissing people off, or you're worried about not standing out enough, think about it this way. There are 3 elements here.

1. The Message
2. The Messenger
3. The Medium

Message: it's probably not anything unique. I know, shocking. Everything out there has already been said before, in some other way. So take the pressure off of needing to say something "groundbreaking", and instead, focus on delivering it YOUR way. Focus on calling people to ACT. You can likely deliver your own message in a MILLION ways, that will help your people. We'll have room to brainstorm it here.

Messenger: YOUR delivery of the message is what matters. Because you know YOUR audience, and you know how to speak to them in a way that will cause them to think to act, to change what they're doing.

Medium: this is the channel you use - Facebook, Instagram, email, networking events, a book, the stage, a podcast, a blog post, a video, a meeting... the sky is the limit here. But make sure you're showing up for them in the way that will SERVE them the most.

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### *Take a Stand*

Often when we think about our "visibility" strategy, we think about posting 3x/day in Facebook Groups, or pitching to the media, or creating videos.

But that doesn't really matter without a powerful mission and clearly defined messaging.

So why are you here, and WHO do you help? Is it to inspire, motivate, create change, help people, educate? Make sure your audience knows WHY what you're saying and what you're asking them to do matters. Building trust comes from being open about what you want to help THEM do and WHY.

What does your VISION entail? For your business? What do you see yourself creating? WHY?

Is it a MOVEMENT? Is it a powerful shift in the world? Is it a larger impact, or is it impacting people 1:1?

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# *Authentic, Magnetic Messaging*

What are your VALUES? What do you BELIEVE IN? What are your TRUTHS?

These things will direct all of your creations and how you show up. Being aligned with your own values and truths will allow you to LEAD more powerfully from a place of truth, so that you become magnetic to the people you most want to attract because they can TRUST that you believe in what you're saying as much as they want to. Make sense?

List out your 5 Core Values here:

List your 5 Core Beliefs/Truths here (related to your business + mission). Sometimes it helps to ask, "What do I take a stand for that's unique to the way I help my people?":

Be honest: is there room for you to lead with your values and your mission more in your business? How so? What is the commitment you'd like to make to yourself and everyone who'll come in contact with you and your product?

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### *Speak to their souls*

Powerful messaging... we think it is about US most of the time. But really, it's about THEM: our audience.

It's about serving and helping THEM. So you have to know THEM well, and in every post, speak to them directly.

- What are their main pain points that you help them with? What about their desires - what outcome do they want most of all? Remember, all they want to know is "can you help me?"

- WHY will what you're offering help people? Why should they buy it? What will it help them have, do, be, improve upon?

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# *Your Power Branding*

What do YOU want to be known for?

What ONE WORD would you use to describe yourself? Why?

What's your TAGLINE? Look at a few entrepreneurs that you admire. You don't necessarily NEED this, but it's recommended.

{Is it on your site, or on your packaging?}

What attracts people to you? What words do others use to describe you?

Note: grab a Fascination Advantage Report at [www.howtofascinate.com](http://www.howtofascinate.com) to find out how the world and your audience sees YOU and what your unique fascination factors are!

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# *Showing Up In Service*

How can you be HELPFUL yet COURAGEOUS with them? Again, this goes back to being in SERVICE of them - calling them to change, to act, to overcome the problem that's bugging them. How can you do that AND help them solve the problem?

Break it down MORE: What you do is unique. WHY is it unique, and why will it benefit people? Write out a few "so what?" style benefits to buying your product or service below. Why should people care about the product or service? HOW will it help them?

List 10 "so what?" responses below. Imagine them asking, "So what?" and then type in the response. Remember it's about solving their problem - about SERVING them. P.S. You drafted about 25 of these USPs earlier. Grab a few and blow them out to look like this...

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### *The Bennies*

Exercise that you can use for EVERY offering you create, for every sales page you write forever and ever.

Write out 10 Benefit Statements using this formula:

Benefit of the Benefit of the Benefit (end result that they get)

Ex: I'll help you create killer messaging, so that you can emotionally connect with your audience, so that they reach out to work with YOU!



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### *The Bennies 2.0*

Let's condense this now. Write out 10 Benefit Statements CONDENSED from above, removing the middle bennie from the statement...

Benefit of the Benefit (end result that they get)

Ex: I'll help you create killer messaging so that you can create a magical connection that has your people magnetized to you!

## MODULE 4

### *Making a Magical Connection with Vulnerability*

Sometimes we need to create a magical connection with our peeps, and part of displaying why we CARE can come from our story, or our experience. We show them that we get it; we've been there. We can help. This is super important with women.

Take them on the Hero's Journey, and then make THEM the Hero.

Think about it this way, you could tell them your story. I tell people mine often. That's okay. People may connect with that.

But even when we tell our own story, we have to circle back to why it matters to the person in front of us. This solves part of the "WHY YOU?" part of the equation.

For example, I recently went through a process where I wrote my Eulogy as part of a life planning exercise. It sounds morbid, I know, but this woke me up and inspired me to infuse my life with more generosity, ease, elegance, love, impact and adventure.

I had to write what OTHER PEOPLE would say about me if I died tomorrow.

It was another wake up call... Am I really living the way I want to? Why am I holding back? How can I check in with myself to honor what I love and value most?

From there, I began to design my life plan according to creating that impact. It transformed my relationships, the way I LEAD, the way I create. I feel more aligned, more inspired, more purposeful. I have a LIFE PLAN now.

I would encourage you to do the same, because I believe you can live your life, run your business, and lead and create cataclysmic change and impact in the world. But YOU need to understand what you want people to be saying. You have to know what legacy you want to leave, because it's time to live fully, with ease, elegance, love, and adventure NOW. It's time to create change NOW.

And YOU can do that. So let's do this exercise...

See how you're now the hero of the story? Do you feel inspired to go and have a deep think about that? There's the example. ;)

Try this yourself on the next page. Take a story, and relate it to your audience.

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# *Vulnerability + The Hero's Journey*

Write your story with them as the Hero below. SHARE it in our Facebook Group if you get stuck, or email me: [allison@adventureknocks.com](mailto:allison@adventureknocks.com).

NOTE: Hero's Journey = Hero intro, and then try this order flaw/mistake/downfall >>> Opportunity/Experience/Lesson >>> Outcome/Transformation/Inspiring Change

When we're vulnerable put the focus on the lesson and the end result - the obstacle or challenge you overcame to get where you are and relate it back to your peeps or to why YOU can help them with their problem.

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# *Showing Up Consistently to Create Change*

How do you plan to deliver your message and your content? What main message feels GOOD to you right now?

Where are you holding back? WHY? {For example, often people resist sharing their message on video because it's scary. Or they resist sharing on Facebook because their friends or family may see it and criticize them.}

What could happen if you DID NOT hold back? What is the MOST AMAZING thing that could happen as a result of you SHOWING UP?

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### *Keep It Simple*

Draft out 3 potential "stories" or "shares" that you could share with your audience. Keep it simple and in your own tone of voice.

Share then in the FACEBOOK GROUP for feedback.

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### *About You*

Write out your ABOUT Page on your website (or your blurb in your PDF) and use that story to connect! Draft it below.

Share then in the FACEBOOK GROUP for feedback.

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# *The Commitment to Show Up and Create Movements*

What have I learned about my mission, message, values and how to lead with my message?

Are there any fears or beliefs that are holding me back? What do I need to do about them?

Where did I get stuck, or have negative thoughts or feelings pop up? WHY?

What do I need to learn? Where are there gaps in my knowledge and experience?

What do I need to do differently? What will I COMMIT to doing differently, what would I like to try for the next 8 weeks?

What will I do to CELEBRATE my wins, big and small, along the way?

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### *Reflection*

What thoughts/feelings came up for you during this process? Be open and honest with yourself.

WHY do you feel that way?

What do you need support with?

What questions do you have? POST THEM IN THE FACEBOOK GROUP.