



Into the Depths:

An Advanced Training on Rituals, Shadow and Facilitation

Marketing Message Examples & Journaling Questions

I hope you enjoyed Part 1 of the Marketing Message training. If you're feeling a little confused or overwhelmed, you are EXACTLY where you should be. It's TOTALLY part of the process of uncovering your message.

In this worksheet I've included some additional notes to bring everything from this first training call together. I think it will help get you to the next level of understanding.

And, I've also included some journaling questions to further support you.

Examples of Marketing Message

The core of your Marketing Message is the 1 THING your ideal clients need to hear most about WHY to work with you. It is something that is very specific to your ideal client, yet broad enough to fit your varied ideas and teachings under.

Examples (with the "1 THING" in bold):

1) Coaching Mastery & Depth is absolutely VITAL to repeat business, great referrals, more satisfaction and marketing confidence.

(In this case, **Coaching Mastery and Depth** is the medicine that will help ideal client – and ideal client only - reach their goals)

2) *If you have had ongoing chronic pain, **unlocking your Body Story** is the most important key to reduced pain, and improved health and wellbeing.*

(In this case, **Unlocking your Body Story** is the medicine that will help ideal client - & ideal client only - reach their goals)

3) *Overworked & sensitive moms must learn to **cultivate deep Self-Love** in order to be healthy, happy and better parents.*

(In this case, **Cultivating Deep Self-Love** is the medicine that will help ideal client - & ideal client only - reach their goals)

4) ***Communication Skills** are the key component to happy relationships and better sex.*

(In this case **Communication Skills** are the medicine that will help ideal client - & ideal client only - reach their goals)

5) *Possessing **Ninja Manifestation Skills** is non-negotiable if you are spiritual and looking to create massive abundance in your life.*

(In this case **Ninja Manifestation Skills** is the medicine that will help ideal client - & ideal client only - reach their goals)

****IMPORTANT NOTE #1:** Each of these “1 things” are the EXACT medicine the ideal client needs. And this particular medicine will likely NOT apply to someone who isn’t your ideal client (For example, for me – someone who is my ideal client will feel way more drawn to glossy headshots as their medicine instead of coaching mastery and depth).

****IMPORTANT NOTE #2:** The “1 Thing” is ALSO broad enough to encompass different ideas that can fall underneath it. For example: Unlocking Your Body Story can

include Limiting Beliefs, Body Love, Making Peace with Others, Finding Foods that are Right for You, etc, etc.

****IMPORTANT NOTE #3:** The Marketing Message in it's simplest form ultimately consists of: Ideal Client + "1 THING" (or Medicine) + Ideal Client's *most pressing* desired result.

Journaling Questions to Go Deeper with Marketing Message & Start Uncovering your 1 THING

- What do I love helping other people with?
- What is the change in the world your work helps to create?
- What is my unique ability (the thing that you do SO SO well, that makes you a Category of 1)?
- If there was a certain medicine contained in my work, what would that medicine be?
- Why is all of this (first 4 questions) so important to your specific ideal clients?
- Who are you for?
- Who are you not for?
- What is the 1 message that you would want your ideal clients to know?