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**30 QUESTIONS
TO THE MESSAGE YOU
WERE BORN TO SHARE**

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www.findyouryou.co.uk/30-questions

FIND YOUR *You*

YOUR MESSAGE

The change **YOU'RE UNIQUELY POSITIONED TO INSPIRE IN THE WORLD**



HELLO 😊

Your message is your philosophy on life. It's how you interface with the world and what you feel drawn to make a stand for,

That's why your message has the potential to change the world.

The right words can inspire people to action, create meaningful change, and empower others to live a life they love.

Messages create momentum and make the world a better place 😊

I believe we *all* have a message to share – something that arises from the unique combination of our personality, our values, and our life circumstances. AND When we find the words to articulate all of this, we empower ourselves to make a difference.

That's why I'm so excited to welcome you into the **30 Questions To The Message You Were Born To Share programme**.

I'm excited to guide you through this *message-making* journey and help you unlock and shape the message that's unique to you.

I aim to inspire you to:

- Get clear on the specific topics and themes that are important to you
- Articulate your vision for change and pinpoint the 'thing' you want to be known for
- Explain how you want to leave the world that little bit better
- Reveal how you want to use your time for good and for impact
- Bring to your conscious mind the ideas that are running below the radar

When you get clear on the message within, you'll feel more confident using your personality, philosophy, and stories to inspire your audience to take action. You'll also have more clarity on how you want to position your business – and who you can best serve.

Imagine the impact of that...

Instead of getting tongue-tied and lost for words, you'll know *exactly* what you need to say and share to build that all-important **message momentum**.

But to get this level of clarity you have to look within. Introspection is a vital part of this programme.

You need to invest in the *inner journey* – so you can identify your dots and figure out how they join up. In other words, this process involves weaving the threads of your life together and unlocking the story-value of key events to make your message stick.

After working through these questions, you'll be able to:

- Have the confidence to share your message in your own way
- Find more meaning in your work so you can share more purposefully



- Figure out how your life story holds the key to your Core Message
- Sharpen your communication with story-based content
- Identify the stories that can help build your audience, profile, and business
- Understand how to differentiate your business from your competitors
- Describe your perfect customer and identify what they need to hear

So after that short introduction, let me explain what you can expect, as you start this journey of message discovery.

1. 30 questions (plus explanation)

Your workbook is divided into **30 different questions** organised into five categories.

This is a **work-at-your-own-pace programme**. So if you feel like answering a number of questions in one sitting – go for it. If you want to tackle one a day, that works too 😊

You'll find some questions will be easy. Others will be more confronting. Whatever your response just write something and allow your thoughts to flow. Don't censor yourself. There's never a right or wrong answer – only *what feels right*.

You can answer the questions in any way you like. Sometimes you may write bullets. Other times you might prefer a full-on monologue. You may even prefer to speak and capture your thoughts on video or audio. Experiment and explore.

Remember to revisit too. Your subconscious mind is awesome. Ask it a question and it will seek out the answers. So be ready to jot down random insights and don't be surprised if an idea pops up when you least expect it! Also, watch out for those unexpected connections as the message jigsaw comes to life as you uncover more and more insights.

Finally, be patient!

You'll uncover a lot of pieces of your message jigsaw. It may not be immediately apparent how everything joins together, but trust you'll see the connections as your journey evolves.

Be prepared to be challenged too! There's a chance that some events from your life will take on new meaning. You may also uncover the unexpected. But trust in the process knowing that when you've finished, you'll have all the building blocks to share a message that you're proud of.

2. Five themes

The questions you'll explore are divided into five themes. These are:

1. The message from you
2. Your purpose
3. Your unique skills and gifts
4. The journey to your message
5. Your obstacles

Also, we'll round off each theme with a reflection – so you can digest and absorb any discoveries you've made before moving forward.



3. Your Message Jigsaw Worksheet

Remember to print out your bonus worksheet. I designed this to help you capture key words and ideas from each of the questions (not the reflections).

Use this worksheet to create a series of at-a-glance notes that you can refer back to as you tie all the pieces of the jigsaw together. You'll also find this overview a useful tool when it comes to making connections as the layers of answers build up into the message you were born to share

4. Feedback & support

Depending on the option you chose, you may have a level of one-to-one support with me. Please use this time to discuss your findings and get clarity on your next steps. You'll also have access to the **30 Question Community** where you can share your answers and get support from like-minded people on a similar journey.

And if you have any questions, simply email georgina@findyouryou.co.uk and I'll do my best to answer.

Now enjoy your journey to your message. I'm excited to see what you find ☺

Georgina



QUESTION 1. WHO ARE YOU?

Let's start this journey with a seemingly simple question.

WHO ARE YOU?

OK, so this question can get pretty intense! But I'm starting you here because your identity shapes EVERYTHING.

Who you believe you are has a MASSIVE influence on what you do, what you think you CAN do, and ultimately what you say.

That's because your identity shapes your decisions, your hopes, your fears, and your dreams. In turn, your identity influences:

- Your words, your stories, and the way you express them
- How you sound in your content
- How you show up for your audience.
- What you offer
- What your business makes possible for others

It's HUGE!

Despite the importance, it's not often we dig deep into who we really are.

That's why the inner journey is so transformational. It allows you to understand your foundations – so everything you build on top is much stronger.

So let's create the start point for your message and this process.

WHO ARE YOU?

When answering this question, think in terms of roles, personality traits, dreams, and successes. Think broadly. Whatever currently defines you; choose to go with that.

And if you're wondering why we're starting here it's because everything you say and do in your business comes back to YOU.

Your products and services are your means of delivery, but YOU are the driving force.

YOU are the creator and the visionary. YOU are the one people want to work with, listen to, and be inspired by. So don't underestimate the importance of you in your message. Get under the skin of who you are, and you'll discover all kinds of awesomeness that will transform how you share what you do with the world.

Let's go ☺



QUESTION 2. WHAT ARE YOUR CORE VALUES?

Next, we're going to dig deeper into your identity – so you can get clearer on what makes you, YOU.

We're going to do this by describing and exploring your **values**.

But before I introduce this next exercise, let's first explore what values are (and why they matter).

Values are things you believe matter.

They're a core part of your identity because they create your **inner compass** – a lens through which you view the world and a filter that can help you live your life in alignment.

Values influence *everything* from your goals, to your compromises, to your frustrations, to the personality you express, to the way you show up for your clients.

And whether you're aware of your values or not, they affect your decisions, your choices, and ultimately your experience of life.

Values influence your message too. You can offer the exact same service as someone else, but your message will differ because the forces driving you both are not the same.

In this way, your values affect the tone in which your message is delivered. For a moment, imagine the difference between a message wrapped in a value of hustle and one wrapped in patience.

Notice how different those messages would feel if you were on the receiving end!

That's why it's worth getting under the skin of yours 😊

So what are your values?

What sits beneath your message? Here's a fun exercise to help you find out...

WHAT ARE YOUR CORE VALUES?

1. **Explore.** First, I'd like you to remember a situation [or an experience] when you felt totally alive. It's probably a situation where you were able to let everything go, be in the moment, and be totally yourself. A day that's one of the best you've ever lived (and one you'd happily revisit again and again).

As you remember this moment, write it down – in as much detail as you can recall.

If it helps, here's an extract from mine...

It's summer 2005. I'm in Dahab, Egypt where I'm exploring for a month. I'm staying in an apartment overlooking the Red Sea, backed by endless mountains. There's so much space for me to stretch and breathe. I feel expansive and at peace. I've just met my husband for the first time. What I



feel between us goes beyond the comprehensible. He sees the real me. The real me is released and at that moment, time stands still.

2. **List.** Next, read through your description and pick out what made that day so perfect, memorable, and defining. Write down all the 'values' that you recognise. To help, you may like to look through a list of words – such as the one [HERE](#).

Again, here are some words I picked out from my paragraph.

- Freedom
 - Love & acceptance
 - Peace
 - Connection
 - Overseas adventure
3. **Shortlist.** Next, choose 3-5 values that speak most strongly to you. Trust your intuition on this. Feel the words inside you. Which ones fit the best and resonate most closely.
 4. **Describe.** Next, see if you can pinpoint what your shortlisted values mean to you in practice. That way you can gauge the extent to which these values play out in your life. For example, freedom for me represents the notion of not being constrained or boxed in. It means I can be myself. It means I'm not tied down in any way. I have space to explore. I don't need to conform. I can create an endless stream of opportunities. What about you?
 5. **Apply.** Now, think about how your values shape your message. How do they influence the stories and examples you share and the people you work with?
 6. **Remember.** Defining your core values is just the start. The real benefit comes from living your values. So ensure you keep your choices top of mind. There are lots of ways to do this. For example, write your values onto a card or sticky note and pin them in your workspace or pop them in your wallet.
 7. **Revisit.** Your values *will* change as you grow and evolve. Just because you found them once, doesn't mean you're stuck with them for good! When I first did this exercise, I discovered LOVE and ACCEPTANCE. Shortly after I added FREEDOM and much later I added PEACE. So revisit this question from time to time to check your inner compass still points in the right direction.

Over to you 😊

I promise this is one of the most valuable exercises you can do in terms of getting closer to your truth – and it's the first step to expressing more depth in your content.



QUESTION 3. WHAT DO YOU LOVE?

Do you believe you have a purpose in life?

Whether or not you believe you were born to do something specific, discovering a purpose is super valuable – because it gives you a direction to focus on.

It unleashes your passion too – a quality that can transform your message and its delivery.

But what do we mean by a purpose?

I like to define purpose as something, which you feel drawn to do – sometimes for no logical reason. It's often something that fits your skill set perfectly. It's a way to express yourself at your best. It's work that feels effortless and 'right' when you do it.

It's why purposeful work can make us happy and inspire us to be at our best. This is, of course, good for you, but also good for clients. When we perform at our peak, we can do our best work (making clients love us all the more!)

Finally, when you do something you love the passion f-l-o-w-s. You become more animated and convincing. You unlock your voice and find it easier to speak from that heart.

And as far as your audience is concerned, that energy can be infectious.

So tell me...

WHAT DO YOU LOVE?

As you let your mind wander, let me explain why knowing the answer to this question is also useful from a message perspective.

Firstly, when you know what you love you can talk about it and do more of it. In turn, you'll attract like-minded people who will enjoy working with you.

Secondly, when you know what you love you can be proactive and include more of that in your work.

For example, I love to travel so I enjoy using my work to see new places. I also love deep, meaningful connection with people and that's what I get when I'm Message Making and storytelling with my one-to-one clients.

So as well as making my work more personally satisfying, the things I love also begin to differentiate me.

And it will be the same for your message too 😊

So grab your pen now and create a list of what makes you feel alive.



QUESTION 4. WHAT DO YOU HATE?

In the last question, I invited you to think about what inspires, motivates, and brings out the best in you.

Now we're going to flip it.

That's because stating what you hate is another way to define what you love – and when you identify who you are not, you get closer to who you are.

So go for it!

WHAT DO YOU HATE?

What do you loathe, despise, and dislike:

- What winds you up the wrong way?
- What gets you angry?
- What is ready to be banished from your life for good?

As well as firming up your identity, figuring out what you hate is a great positioning piece.

Your hates allow you to make a stand for something, spark conversations, or even create controversy. It's another angle that can help you own your niche and build your authority.

When answering this question remember to think about:

- What you're on a mission to eradicate
- What you hate about the way others do your thing?

For example, I hate icky manipulative marketing and I dislike that templates are often promoted as the solution to everyone's copy problems. I also hate that passion can be under-rated as a tool for message momentum.

What about you?

P.S. If you want to extend this exercise, write down the reasons why you have strong reactions to things... however odd, crazy, or ridiculous they may feel!

The deeper you go, the more you'll know, and the more you'll have to share!



QUESTION 5. WHO'S THE WHO YOU WANT TO SHARE YOUR MESSAGE?

As we come to the end of this first section, I hope you're clearer about who you are, and that you're excited to bring more of YOU into your messaging.

Remember this...

Who you are is more important than what you know.
Because how you show up influences the people you attract (and how you make them feel).

^ I can't stress the importance of that statement above.

Lots of other people will offer a similar service to you at a similar price – built on a similar amount of experience, knowledge, and results to you.

So how can you be 'different' in an ever-crowded space?

Fact is your personality is the easiest way to differentiate yourself from everyone else.

To state the obvious, there isn't anyone else just like you. (You are a uniquely interesting individual.)

So use your personality to attract your perfect customer – and turn off everyone else.

Let the inevitable happen. Remember you won't (and shouldn't want) to appeal to everyone). Be conscious that **people will judge you and use their judgements to make decisions as to whether or not you are a good match.**

That's why it's beneficial to understand the 'labels' that best define you when *message making*. That way you can take ownership of (and influence) what people think, say, and feel about you and your message.

Remember, when you own who you are you can:

- Put the focus where *you* want it
- Make a thing of your quirks and idiosyncrasies
- Turn something 'weird' into something wonderful 😊

Here's an example...

I can be pretty serious and intense. I'm pretty rubbish at small talk and instead, I like to ask the questions that can feel uncomfortable (because I love getting to know people at a deep level). I have a knack for getting people to relax and feel comfortable speaking to me. It's how I'm able to help people dig so deep into their message. I'm skilled at reading between the lines and seeing behind the mask.

But that personality won't suit everyone.



But I'd be foolish to try and change who I am to 'fit in' (fit into what!!)

The truth is there will *always* be clients who **need** the real YOU.

These people don't want a dumbed down version. They want YOU in your full, unrestrained, unleashed glory ☺

So tell me...

WHO'S THE WHO YOU WANT TO SHARE YOUR MESSAGE?

Let's discover the answer with the help of this three-part question:

Part 1:

First, I invite you to list 10 words you think best describe you and your personality.

Part 2:

Next, discover how others describe you. Ask members of your family, your friends, or your clients to share their perspective.

Part 3:

Finally, reflect. For example:

- What attributes do others see that you don't (and why)?
- Are there parts of your personality that you struggle to own?
- Is there more of you that you'd like to express?

Give this some thought and get clearer on the YOU that you want to unleash ☺

Stand in *those* shoes when you share your message and you may find things flow that little bit more effortlessly.



QUESTION 6. FIRST REFLECTION

My friend Keith often talks about the slow, continuous path to Message Making. In fact, he often says this is one of the things he loves most about the **#FindYourYou** Method.

- Instead of a big, one-off splurge, you explore your message consistently.
- You make the inner work habitual and part of your everyday.
- You tell your story from many angles because the more you dig, the clearer it all becomes.

I believe that's the real value of this work...

Instead of ticking off your message as DONE, you commit to knowing yourself at ever-deeper levels. It's a decision that brings a BIG payoff because the more you know yourself, the more you can create and express your message with confidence and authenticity.

^ That's how you attract the right audience to you – without really trying 😊

So let's practice our reflective skills by reviewing your discoveries from this first section. These prompts will help:

- What do you bring to your audience as a result of who you are?
- What have you learnt about yourself?
- What surprised you most?
- What will you explore further?
- What will you do less of?
- How has your message shifted or evolved so far?

One more thing...

We're going to explore a new theme next so don't move forward until you've taken the time to reflect.

Embodying your insights and figuring out what they mean to you and your message is equally as important as answering the questions in the first place!



QUESTION 7. HOW DO YOU DESCRIBE WHAT YOU DO?

Now you've explored WHO YOU ARE; it's time to change our focus to your work and your business.

Specifically, I'm going to ask questions to help you get clear on what you're good at – so you can ensure your natural talents and skills are woven into your work and your message.

So let's get cracking with today's question:

HOW DO YOU DESCRIBE WHAT YOU DO?

This task works best when you scratch below the surface and go beyond the obvious.

For example, at the surface level I'm a copywriter because I write copy! But that label only scratches the surface of what I bring to the table. What I actually do includes all the following:

- I'm a muse! I create a space where clients can talk openly – so I can get inside their heads and under the skin of what they want to say
- I help clients articulate the genius in their head – and put it into words on the page
- I can write copy in a client's voice – so they don't have to do it themselves
- I help uncover the stories and connections that give a message personality
- I can help find the core message that's often hidden among the array of ideas

Now there are lots of reasons to explain what you do more deeply:

1. It gives you different angles to explore with your content
2. You see more profound ways you add value – beyond the obvious
3. You can better explain to clients the work you do
4. It helps you differentiate your approach from others in a similar niche
5. It can help you identify spin-off services and products that you could launch to complement your core offering
6. It helps your potential clients see you're not just another [insert your speciality!]

When I did this exercise on me, I realised copy was just one dimension of my work.

Also, I could offer **Message Making Services** (like this programme).

I could also offer consulting where I'd meet with clients to discuss their ideas, philosophy, stories, and journey – and get those ideas onto paper. I hadn't realised this was a valuable service until I saw how some clients find it really hard to *unmute their business* – because they're so close to it (and believe they can't write!)

That's the power of deconstructing what you do ☺

What will you find when you go looking?



QUESTION 8. WHAT'S YOUR GIFT?

I'm a firm believer in discovering the work you were born to do – in the sense that you choose work, which fits you so well it doesn't feel like work at all!

I first discovered this revolutionary idea in my early 20s when I attended a workshop with Nick Williams. He'd just written a book called, **The Work You Were Born To Do** and the idea was a complete game-changer for me.

At the time, I had a graduate job in the Royal Mail Group. I had great prospects, a VERY good wage (for someone not long out of uni), and the support of some very influential managers.

You could say I was going places.

But I wasn't fulfilled. My work felt empty because in my eyes what I was doing wasn't purposeful.

I say this because I could see that if I didn't show up to work, it wouldn't matter in the big scheme of things. I hated how that realisation made me feel. I hated that I wasn't contributing in a meaningful way or making a difference to people's lives.

But I didn't know anything else. Until that point I'd been on the conveyor belt. YOU know the one... do well at school, go to uni, get a graduate job (possibly for life), work hard and get a good pension, then retire and do all the things you really want to do.

That was my worldview. It's why Nick's message has such a massive impact.

You see I used to think that work was something you did to pay the bills while you waited to do all the fun stuff in retirement!

But suddenly, a new possibility opened up.

I was captivated by the idea that my skills and talents could earn money! Imagine that... finding [even creating] work that I *genuinely* loved and getting paid for it!

It was an idea I couldn't let go of so I went for it.

I quit my job (with no clear idea of what I'd do next), went travelling around India, and then trained to become a complementary therapist. A few years after that I became a complementary therapy teacher and I loved it 😊 It was a world away from the graduate world I'd known, but I was so much happier.

Then after my 2nd daughter was born, the promise of freedom from self-employment gave me the courage to start my business and begin earning money from my biggest passion – helping others through the power of the written word.

Here's what I've realised...

You have skills and talents that other people need. And when you use these in your work, the world can only become a better place. 😊



That's where we're going with this question.

What's your gift?

WHAT DO YOU DO NATURALLY, EASILY, AND EFFORTLESSLY – AND HOW COULD THESE GIFTS SHOW UP IN YOUR BUSINESS AND YOUR MESSAGE?

When answering this question, think broadly.

For example, don't restrict your answers to your current work. Instead, think about your life as a whole. If you get stuck, look back to your childhood, as you will almost certainly find clues there. Alternatively, ask your favourite clients or those people who know you best what they see in you.

This broader outlook could help you unlock buried talents. You could also discover skills you've forgotten, overlooked, or didn't realise were valuable.

That was certainly the case for me...

I've always been a writer.

Some of my earliest memories are of me sat on the pink table in Mrs Ribbon's class making books out of sugar paper! I have a stack of teenage diaries in my roof and a pile of stories crafted from my childhood imagination that make me cringe when I read them!

Fact is, I've always been comfortable expressing ideas and information onto paper.

But what I didn't realise until recently is that one of the reasons I'm able to write for other people is because I'm a natural observer and a deep listener.

I love that I can create a space where people feel comfortable enough to talk freely. I love that I intuitively know what questions to ask to get at the core of a subject or story. When people feel safe and heard they are willing to be fearlessly visible. And that means I'm often privileged to hear some amazing stories and insights.

Now that I understand this 'gift', I'm able to consciously use it in my work. It's an insight that helped me create Find Your You.

And I'm sure you'll have a similar experience.

So have fun, get curious, and begin to articulate the things at which you are exceptional – so you can see how to incorporate them into your work (and ultimately your message).



QUESTION 9. WHAT DO YOU DO FOR YOUR CLIENTS?

Your gift can impact someone else's life.

That's the beauty of this process. It helps you go deeper than selling someone a product or a service. It helps you use everything you are to impact meaningful change.

To help your perfect audience understand that you are the person who can help them, you need to be able to articulate the impact you can make.

That's why we're going to explore your **client's transformation** next.

We're going to dig into a client's journey from A to B so you can understand (in detail) the outcome your clients are paying for when they choose to work with you.

Remember, while we use product/service features to logically justify a purchase, that's not what we're buying.

Instead, we invest for emotional reasons and these are often connected to how we want our lives to change.

That's what you're really offering with your work.

- A problem solved
- A door to a new future opened
- Empowerment and hope (for example)

If you understand the journey that you can help your clients make, you can frame the conversation so it speaks to the thoughts running around your client's head.

It's a powerful way to create connections and conversations – without being manipulative.

That's the crux of your next question:

WHAT TRANSFORMATION DOES YOUR WORK MAKE POSSIBLE FOR YOUR CLIENTS?

For example, a weight loss coach isn't selling a diet, but a chance for a client to reclaim their body, their health, and their life.

And a productivity coach isn't selling more time. They empower people to feel in control and make the most of what they do have to create the life they want.

It's essential you understand and OWN the impact you make.

The more you grasp this, the more insight you can weave into your message.



QUESTION 10. WHAT DO YOU WANT TO BE REMEMBERED FOR?

Whatever path we choose to walk, our stories all end in the same way.

At some point, we will exit this life and leave behind a legacy.

I think it's valuable to think about your legacy because it's something you can consciously control. You get to choose the goals you strive for, the way you spend your time, and the things you prioritise.

And it's all these decisions that that culminates into your legacy.

So what do you want to create with your life? Let's use the inner journey to help us find out...

Of course, your choices will change as your life does, but some things will remain constant. For example, I want to:

- Live a full life packed with experiences and go out with no regrets.
- Inspire and empower my children to harness and explore the awesome potential they have inside them.
- Touch people and make them feel loved and accepted.
- Make a positive impact - it's essential to me that my life meant something.

As you can imagine, these desires influence my choices.

For example, it's the reason I'm excited to incorporate more travel into my work and family life. It's also why I want to introduce my children to as many new experiences as I can. I want to give them a rich basis because I know from my own experiences that the more references you have to pull on, the more you have the potential to do.

It's also the reason I invest a lot of time and energy into my work and my clients.

I'm passionate about the power of a message. I've seen what can happen when a message grips people's hearts and minds and becomes a force for positive change.

It's why I want to inspire people to get visible, speak from the heart, and be heard for the cause that matters to them. I believe if more people do this, it will contribute to a ripple effect that will inspire positive change.

You can never know how your message will touch or inspire the people who hear it.

So thinking about *all* aspects of your life:

WHAT DO YOU WANT TO BE REMEMBERED FOR [AND WHY]?

Want to extend this question?



If you've identified things that you'd like to put more energy into or push up your list of priorities, make a list of those too.

That's the real power of this question...

When you know what you want to see when you look back over your life, you can get clearer on what you need to focus on now...

After all, time is our most precious resource.

It's in our interests to use it wisely ☺



QUESTION 11. SECOND REFLECTION

Awesome stuff 😊

The last four questions have encouraged you to think about:

- The work you do
- The results you help create
- What you want to achieve with your life

We've gone deep here and I hope you have lots of food for thought.

So before you move on, take some space to think and reflect.

To do this, have a read over your answers to questions 7-10 and then use these prompts to help consolidate your thinking:

- What do you *actually* do for clients – are you making this clear?
- Are you using your gifts? If not, is there a way you can incorporate them into your work?
- Is your work (and life) contributing to the legacy you want to leave?
- What new thoughts and ideas do you have as a result of these questions?

Just as before, we're moving onto a new theme next, so please don't continue until you've taken some time to reflect.

Embodying your insights and figuring out what they mean for you is as important as answering the questions in the first place.



QUESTION 12. WHAT ARE YOUR DEFINING MOMENTS?

Welcome to Part 3 of this programme.

After thinking about your identity, your gifts, and the way you help clients, we're going to explore the experiences that have made it possible for you to do the work you love.

There are a number of reasons for doing this.

Not only will you be able to write a brilliant backstory (which is great for your credibility), but you'll get a tighter grip over who you are and what you do.

As Plato said, *"An unexamined life is not worth living."*

Now the inspiration for today's question comes from one of my favourite **Steve Jobs** quotes. He said this:

"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future."

I've done a lot of very different things in my life.

I've travelled. I've taught. I've practised complementary therapies. I did a stint in supermarket management. I've been a coach, a network planner for a national logistics company, and a copywriter. I'm also a parent, an adventurer, a risk-taker, and a writer.

At first glance, these choices seem mismatched and disjointed.

But when I look more closely, I spot the patterns. I can see the path and it's obvious with hindsight that everything I've experienced has brought me to this point in time.

My unique collection of experiences, skills, and knowledge makes it possible for me to do the work that I do.

You could say it's all been perfect 😊

Here's something else I've found!

When you create an aligned message, **you often end up 'teaching' something that life has taught you!**

And when this happens, your life lessons and experiences are *critical* to your message.

These experiences should feature in your content and there's huge power in this. If you've walked the path you want to help others take, you'll have more empathy and you can talk with credibility and authority.

You're not regurgitating what you've heard others say or spinning something you read online. Instead, you're relying on *your* first-hand experience.



That's why the bedrock of #FindYourYou is about getting clear on where you've come from – so your message can be infused with the real you.

Now, this next task requires some reminiscing – because I'm going to take you on a journey down memory lane!

Here's the question...

WHAT ARE YOUR DEFINING MOMENTS?

A fun way to answer this is to create a timeline.

I encourage you to go back as far as feels relevant – this will likely be childhood. I'd like you to write down every experience that helped shape you and bring you to this point.

For best result, remember to capture a broad spectrum of experiences – not just 'business-y' ones including:

- Key milestones
- Big achievements
- Big identity shifts (such as becoming a parent, getting divorced etc.)
- Big challenges
- Painful times

If your timeline is anything like mine, some moments will be joyful and others more challenging. The key is to unlock those scenarios that have helped to shape the person you are today. (Shaped in terms of your thinking, your beliefs, your skills and talents, your choices etc.)

For now, don't worry about any detail or analysis – we're going to get into that later.

For now, I simply want you to '*Mine your Mind*' and pull out all the stories, struggles, and triumphs from your head and put them onto paper (in some sort of chronological order).

Are you in?

Awesome 😊

Then get cracking.



QUESTION 13. DESCRIBE A STANDOUT MOMENT FROM YOUR LIFE.

In question 12 I invited you to complete a timeline of your defining moments.

Over the next few questions I'm going to show you how you can turn those events into different types of stories.

- Stories that will help you understand yourself better.
- And stories that you may choose to use in your marketing.

Remember, if you want to share a message that builds your '*know, like, trust*' factor, you have to share YOU!

It sounds obvious when you put it that way, doesn't it?

And that's the opportunity your timeline has opened up.

You now have a visual tool, which you can use to see your life at a glance. You can literally see all the dots of your life!

You also have a tool that will help you to analyse your life. That's because you can explore each event you've listed and figure out why it was defining.

For example, there will be events that:

- Changed your identity (such as parenthood)
- Created limiting beliefs (such as bullying, abuse, or failures)
- Revealed what you're good at
- Stretched your limits (such as solo travelling or skydiving)

You get the picture 😊

And the value of reflecting in two-fold:

1. You can share (in detail) the stories that have shaped your message.
2. The more you know yourself, the more you can proactively shape your future by seeking out more experiences that you love or re-writing the beliefs that hold you back.

So let's look more closely at your timeline.

DESCRIBE A STANDOUT MOMENT FROM YOUR LIFE.

Ask yourself:

- What actually happened?
- Why was this significant for you?
- What did you make this event mean?
- What did this event teach you about life?



- How could you use this event to help teach or inspire others?

So for example, one of the key events on my timeline is a solo trip around India in my early 20s. This was a defining moment for me because it was the first time I had ever experienced a totally different culture.

Immersed in a different language, different customs, and different lifestyles. Poverty surrounded me everywhere. Extreme poverty juxtaposed against insane wealth. Chaotic streets with death-defying rickshaws and no obvious rules of the road! Sacred cows, saris, and stunning temples spilt over the colourful streets.

Life and death playing out before my eyes...

It was the most incredible time.

What made the experience so defining was this was my first experience of travelling solo for an extended period of time. And remember, I'm talking about a time before social media, my mobile phone was a brick, and a stack of CDs and a Sony Discman supplied my music!

[Those were the days!]

It's why this experience taught me so much about resilience and feeling comfortable in my own skin. I got comfortable with the chatter of my own mind. I became at ease with myself. I learned more about myself through the long hours of introspection and reflective writing.

The trip also gave me courage (I can still remember the conversation in my head as I persuaded myself to leave the safety of my hotel and risk my life on a rickshaw – praying that I wouldn't disappear forever!)

Plus I enjoyed a profound sense of adventure and exhilaration. It taught me that I LOVE to travel and see and explore new things. It taught me that I love to explore what makes us different and what makes us the same. India was a time I felt fully alive. All my senses were stimulated and I often relive the experiences.

India gave me a taste of adventure, discovery, introspection, spirituality, simple joys, colour, faith, connection – things I'm still hungry for today.

It also showed me what's possible when you follow your gut and just go for it. Life is for living after all 😊 and I want to see as much of the world as I can.

Now over to you...

For now, pick one, but I recommend you come back at a later date and reflect on all your timeline events.



QUESTION 14. DESCRIBE A BIG AHA MOMENT

You'll need your timeline for this next question too.

That's because I want you to look over your defining moments, but this time pick a turning point or an aha moment.

Let me give you some context...

Tony Robbins' said: *"People will do more to avoid pain than they will do to gain pleasure."*

In other words, we RESIST CHANGE until the pain of being stuck becomes so unbearable that we have **no choice** but to do something different.

Your turning points represent moments on your timeline when you finally committed to a new path.

And moments like these are valuable to your message because they reveal how you got unstuck. When you understand your journey in this level of detail, it becomes easier to use your experiences to inspire and help others on a similar path.

In other words, your stories of change provide an example that others (who resonate with you) can try for themselves.

So let's get started.

When did you become clear of a key lesson, a new direction, or a fresh identity?

WHAT IS ONE OF YOUR BIGGEST AHA MOMENTS?

Here's an example from my life:

I was sick and tired of hitting the glass ceiling within my business. I kept trying different strategies and tactics, but just circled back to the same threshold instead of breaking through. I had a feeling I could do more and be more. I had a knowing I had potential that I wasn't using. My reference point was my childhood. I remembered how enthusiastic, daring, determined and ambitious I was. I felt frustrated that I didn't embrace these character traits in my business now.

I loved copywriting, but I felt frustrated that I didn't have my own voice. I wanted to be able to take a stand for something and make a positive difference. I wanted my work to feel meaningful.

I realised the power of personality message and the power of being yourself. Not trying to copy others. I realised YOU are your USP. YOU are what makes your business unique and special. I decided to help others unlock this core, but I wanted to go below the surface. I sensed personal development and the inner journey was key.

The dots all joined up – self-search, spirituality, writing to express – they all collide into Find Your You.



QUESTION 15. WHAT HAVE YOU OVERCOME TO GET WHERE YOU ARE?

In the last question, you told the story of ONE aha moment, which (in hindsight) kick-started a new path and took you closer to where you are now.

As I've asked you to pick out a few story examples from your life, I think it's time to make a case for story-based marketing.

Fact is storytelling is a powerful message-sharing tool – perhaps the most powerful of all. And the core reason why? Storytelling is at the heart of *all* human experience.

We're social beings.

We thrive when we can care for, collaborate, and connect with other people and stories help us do that. In fact, stories have been at the heart of the human experience since forever!

As I write ^ that sentence, I can't help but imagine our ancestors sat around a fire telling stories!

But for a good reason...

Stories are a powerful form of communication.

Whereas facts inform, stories stick. That's because a compelling story captures our attention and hooks us in. We want to know more. We want to know how it ends up.

But more than that, when we hear a story, we'll empathise with the characters.

A good story allows us to see the world through someone else's eyes. That's why stories can teach us new things – without the need to experience an event first-hand.

Stories evoke emotion too.

I'm sure you've read a good book or watched a fantastic movie – one that lingers long after you've finished the last page or watched the credits roll.

Stories ensure your message has more impact.

And the reason you want to tell YOUR stories (as well as those of your clients) is because of all the reasons below:

- You build a connection with your audience by drawing them into your world
- You show that you're relevant – because you're talking about the situations and feelings your clients struggle with
- You become more personable and relatable
- And because stories stick, you'll be more memorable too

When it comes to storytelling, there are lots of different stories you can tell.



But one of the most powerful is that of the conquering hero! You'll have seen this format in countless books and movies.

We all LOVE a story about overcoming conflict, breaking through obstacles, or achieving the 'impossible'. We feel connected to and inspired by characters that become better and stronger as a result of their struggle.

Perhaps it's because these stories provide hope for people in a similar position because stories like these prove that change and transformation *are* possible.

And that's why articulating what you have overcome is mighty powerful in terms of connecting with your target audience.

So that's what I invite you to think about today. With the help of your timeline:

WHAT WAS YOUR BIGGEST CHALLENGE AND HOW DID YOU OVERCOME IT?

Here's an outline you can use to help you capture this story in detail:

- What was your struggle?
- What was life like *before* you overcame your struggle?
- How did you think and feel about the situation? What was your worldview? What kinds of things did you say to yourself and others?
- What was the obstacle? How did it show up and what did it stop you doing?
- What happened to make it possible for you to push through it?
- Describe that moment.
- What happened next?
- What is life like now?
- What would you say to others who are experiencing something similar?



QUESTION 16. WHAT ARE THE KEY THINGS YOU'VE LEARNED THAT YOU WANT TO TEACH OTHERS?

With the help of the previous four questions you've mapped out and described stories and events that have informed your message.

To recap, we've:

- Created a timeline of key events in your life (Q. 12)
- Explored a key story to figure out what you made it mean for you. (Q. 13)
- Explained a turning point. (Q. 14)
- Used a formula to describe how you overcame a challenge. (Q. 15)

Now we're going to sew everything together by using your timeline experiences to join up the dots of your life. Remember that Steve Jobs quote I referred to earlier?

"You can't connect the dots looking forward; you can only connect them looking backwards. So you have to trust that the dots will somehow connect in your future."

That's what we're going to do now – join up your dots because it will help you get clear on two main things:

1. Your backstory (why you have credibility to do what you do)
2. What your life experiences have empowered you to share with other people

Remember how I said that your message is influenced by your life lessons and your life story.

In other words, you end up sharing and expressing something that you deeply believe – because you've lived it and experienced it first-hand.

It's not just theory that you've read.

Instead, it's something born from the collection of events sitting on your timeline. And that's why it's important to reflect on your past.

When you join up the dots and sew it all together, you'll discover a pattern and a unique message that only you can share.

The benefits of this approach are clear...

You'll see the link between times in your life that don't, at first glance, seem relevant to your current message. For example, when I first started copywriting my experience in supermarket retail, complementary therapies, and travel didn't seem that relevant.

But looking back, it's clear all these experiences have made me a better writer.

I have a richer experience to draw on. I understand more about people. I appreciate how communication can vary from setting to setting etc.



So instead of discounting the things I did in the past, I can pull them into my current work and use what I learned to be a better coach, writer, and storyteller now.

That's the key...

When you talk about something you've experienced yourself, you have a much deeper degree of integrity and empathy.

What's more, your examples and personal experiences make your message unique.

So thinking about everything you've experienced and all that you've lived:

WHAT ARE THE KEY THINGS YOU'VE LEARNED THAT YOU WANT TO TEACH OTHERS?

Use these prompts to help:

- Referring back to your timeline, make a list of the core things you've learned.
- Next, tie experiences into life lessons. How did you learn what you've learnt?
- How did one defining moment tie-up with another?
- Look for the threads that tie everything together into one continuous, perfect life.



QUESTION 17. WHAT IS YOUR CORE MESSAGE?

Next, we're going to consolidate your answers from the previous five questions into your **Core Message**.

Your Core Message is what you want to inspire your audience to do.

It's a promise and a possibility. It's a talking point and a solution. It's a way of life and an idea of how things could be different.

It's the idea you want to spread and the 'thing' you want to be known for.

In this way, your **Core Message** is the idea/concept that your entire message hangs off.

Of course you can have ancillary ideas and insights, but they all need to tie back to your one BIG idea.

In this way your Core Message helps you stay on point. It also provides a constant sense check to ensure you don't waver too far from what you want to be known for.

So how do you go about writing yours?

For best results, keep your Core Message to a sentence or two!

Yes, I know this isn't easy – especially when you have so much you want to say! But when it comes to your Core Message, the simpler the better. That's because it will be easier for your audience to remember.

Now I'm not expecting you to nail your Core Message here and now.

Unless you're already super clear on what you want to say, you may not be in a position to pin yourself down right now. But that's part of the process.

When you're committed to sharing a message that comes from your heart, you will get more clarity the more you share it. This has certainly been my experience with clients.

The more we've talked about the core idea and the more different angles and stories we've used to express it, the clearer we've got on what's at the core of it all.

So as long as you have something to run with, know you will refine it as you explore your message with time.

So let's get focused...

WHAT IS YOUR CORE MESSAGE?

To start with, write a paragraph that describes the action you want your audience to take or the change you want to help create in the world.

*For example, I want to inspire people to share the message that's in their heart and become **fearlessly visible** with that message by sharing stories*



*and their personality. I believe people can unlock their message through a process called **Inner Journey, Outer Expression**. This is a process where they reflect and then share what they've discovered through the written word.*

*Then I want to inspire people to step forward, create engaging written content, and **unmute their business** so they can make their impact on the world.*

As you can see there's a lot in! But there are also some keywords and concepts (which I've bolded.)

Next, read through what you've written and remove any waffle and distil your paragraph down into its purest form possible.

Something like... *Find Your You and share it with the world.*

Now over to you...

P.S. It's OK to leave this task unfinished. For now, I just want you to have something. Other questions are coming that will help you get more clarity on Core Message.



QUESTION 18. THIRD REFLECTION

The last six questions have focused you on the experiences that have shaped you – so you can get clearer on your Core Message.

Your key tool is your timeline, which I encourage you to revisit and refine from time to time – remembering to add new experiences when they happen.

Reflecting on your past in this way is so important.

After all... **The more you know yourself, the more you're able to create and express in the world.** I call this the Inner Journey and it's a process that sits right at the heart of Find Your You.

When you understand the events, experiences, and situations that have shaped you, the clearer you'll be about the evolution of your message (and your work).

What's more, you'll be able to share you and your own journey with your audience – to help them on theirs.

So take some time to review your answers to questions 13-17 and reflect on these prompts:

1. Are you clear on how your dots join up backwards? What has this clarity opened up for you?
2. How do you feel about your Core Message? How does it align with who you are and what you know and how will you move forward from here?

Just as before, we're moving onto a new theme next, so please don't continue until you've taken some time to reflect.

Embodying your insights and figuring out what they mean for you is as important as answering the questions in the first place. Remember, you are finding lots of jigsaw pieces, which will all come together to create your message.



QUESTION 19. WHAT'S YOUR WHY?

Welcome to part 4 of your 30-Question programme ☺

With the help of five more questions, we're going to explore what motivates you to do your work.

When your message has its roots in your personality and your life, it should inspire and energise you!

You should feel compelled to jump out of bed in the morning so you can carry on doing your thing and make an impact.

That's why it's my hope for you that you'll create a message that becomes like a second skin. Something you feel compelled to share.

When that happens, your work feels more purposeful and aligned.

You'll also find it much easier and more natural to speak what's in your heart. What's more, you'll never run out of things to share with your audience because your day-to-day life will keep your message evolving.

So let's kick off this theme by thinking about one of the most significant motivational questions of them all.

Your WHY...

Simon Sinek says, "People don't buy what you do; they buy WHY you do it".

Which makes your **WHY story** a powerful way to attract likeminded people and repel those who aren't a good match.

Your WHY is also part of your motivational fuel.

If you know why you're doing the things you're doing (and the reason drives you), then you'll feel excited to crack on with your to-do list, step out of your comfort zone, do the challenging creative work, and build something you're proud of.

Your WHY is also a key part of your message because it gives people a reason to care about your business beyond what you're selling.

Now it's likely your why will change over time.

For example, when I first started my copywriting business, my WHY was all about personal freedom. I started a business so I could leave my teaching job, take back control my time, and be free to work my life around my family.

Now, personal freedom remains a HUGE motivator (my three children are still young), but as I've learnt more about myself, I know I'm driven by something else too.



I want to **help others find and share their voice and their truth** – and I feel passionate about this because it's linked up with the story of my life! It's all about communication, meaningful connections, and raw self-expression.

It's no accident my personal journey has been all about finding and then expressing myself. And now my business helps others achieve the same!

But what about you?

WHY YOU DO WHAT YOU DO?

It may help you to think about your why from three different angles:

1. Why for YOU
2. Why for your clients
3. Why for your impact (and how you want to change the world)

Over to you...

P.S. Have you watched Simon Sinek's TED Talk – How great leaders inspire action?

It's well worth the 20 minutes and will give you an insight as to why your WHY story is so influential.

Here's the link: www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action



QUESTION 20. WHAT DO YOU WANT TO BE KNOWN FOR?

Once you understand your gifts, your timelines, and your WHY, you can get a better grasp on your cause.

But to ensure your voice is heard in the ever-noisier online space, you need to be clear in yourself what you want to be known for.

Yes, we're entering the realm of **authority, expertise, and positioning**.

It's something you can't shy away from if you want to make a difference. So tell me...

WHAT DO YOU WANT TO BE KNOWN FOR?

To help you answer this question, reflect back on the following questions:

- Question 5 – **your labels** and what you want your audience and clients to think, feel, and say about you.
- Question 9 – for **the transformation** that your gifts and skills can offer your clients.
- Question 10 – **your legacy** and the things you want to leave in this world.
- Question 16 – how your **dots join up** to create the life experience and knowledge that qualifies you to do what you do (and the reason clients should trust you)
- Question 17 – your **Core Message** and the succinct thing you want to inspire your clients to do

For example, I want to be known for three things:

1. **A muse** who creates a space for people to speak and discover their message
2. **A Message Maker**. The person who can unlock your stories, piece them all together, and *unmute your business* into a message you're excited to share
3. **A writer** who can craft authentic, engaging copy that sounds like a client wrote it themselves
4. **A thinker** whose words inspire others to take action and explore their own message, freedom, and self-expression.

You can't be shy about who you are. Instead, you need to own your message with confidence and certainty.

Confidence and clarity attract people. It makes them feel safe. **And when you own who you are you can truly own your message.**

So be YOURSELF and use who you are and what you know as a business tool.

And take responsibility for where your message will position you.

What's that for you?



QUESTION 21. WHAT FRUSTRATES YOU IN YOUR NICHE?

In this question, we're going to explore ownership of your message from a slightly different angle.

A really good way of getting clear on what you DO want to be known for is to figure out what you DON'T want to be associated with.

And that's the essence of this question.

WHAT FRUSTRATES YOU IN YOUR NICHE?

Here are some prompts to help with your thinking:

- What do you believe other 'experts' have got wrong?
- What advice/insights/truths do you want to speak out against?
- What do you do differently?

Have a RANT! Get on your soapbox. Just let it out and let it go!

For example, one of the things I don't like about copywriting is how it can be used as a tool for manipulation. Words are seriously powerful and when you know how to write to trigger emotions and to persuade someone to think in a particular way you wield power and influence.

In other words, you can make others take an action they didn't really want to take. For example, have you ever bought something that you thought was going to be the silver bullet, only to be quickly disappointed by the overinflated promises?

Sure you should persuade (and if you're passionate about what you do and how you can help, your deep belief in your product/service will shine through anyway).

But I believe you should do it 'with heart', with integrity, and with personality.

I don't agree with fake scarcity or all the other 'icky' tricks that get people buying and I don't believe in pretending to be someone you're not, just to get the cash rolling.

Instead, I believe in honesty, truth, and being yourself.

I also don't believe templates are the solution to your copy woes!

Sure they can be helpful to provide structure, organise your thoughts, and collect your ideas BUT if you're not careful, they can stifle your voice and squeeze your message into a box that doesn't fit.

It's why the blank page is good – because it allows your message to find its own way to your audience in a way that doesn't feel forced, clichéd, or fake.



So in my case, I stand for integrity over manipulation and I get frustrated with underhand, sleazy, 'icky' sales techniques and tactics that leave customers disappointed and disillusioned.

I also encourage people to find their way 😊

Now, what about you?

WHAT FRUSTRATES YOU IN YOUR NICHE?

Get jotting down your frustrations – and then analyse what you come up with.

As you articulate your opposing viewpoint, you're bound to find some insights, which will help you differentiate your message and position you and your business.



QUESTION 22. WHO IS LISTENING?

One of my good friends once said to me...

“For as long as you’re energetically shy about what you do, you’ll struggle to attract the people who you can help.”

After all, if you don’t believe in yourself, how can you expect anyone else to?

So today I invite you to think from a place of complete self-belief in you and your work as you think about who you are best placed to serve.

Remember that your personality, your unique set of skills and experience, and your message will appeal to a particular type of person.

There are people out there right now who NEED what you have to offer.

You are the *perfect* fit for them.

And when you step forward as the real you (with your Core Message) you’ll attract them 😊

But who are these people?

You’re probably familiar with tools such as a customer avatar, but I want to help you define your audience in a slightly different way. We’re going to do a visualisation exercise.

I want you to imagine that you’re in front of your perfect audience.

These people are there to listen to YOU because they’re attracted to your vibe, your personality, and your story. Some of these people have travelled for miles to be here. They may have even travelled overseas because they resonate so strongly with you.

They know that YOU (above everyone else) get them. They know that you can help.

And you’re about to share your story and your message. You’re about to give the people in your audience *exactly* what they need to know and hear to take their next steps.

Look around (in your mind’s eye) and visualise...

WHO IS LISTENING?

- How would you describe the people sitting in your audience?
- What promises have brought people to hear you today?
- What do they want for their life that they don’t currently have?
- What do they struggle with that they feel you understand?
- What about you and your personality do they like?
- Why do they trust you?
- What messages and insights get your audience nodding?
- What do people feel is possible for them after you’ve finished talking?
- What are they inspired to go away and do now?



^ These are your people 😊

And for extra clarity, spend a few more minutes identifying **who is NOT in your audience.**

Again, write down as much detail as you can.

And feel comfortable knowing that you won't appeal to everyone (and you don't want to). Instead, you choose to invest your time and energy in the people who you know that you can best serve.

It's time...



QUESTION 23. WHAT'S YOUR BIG VISION?

Once you know:

- WHY you're doing this
- WHAT you want to be known for
- And WHO you believe you can best serve

You can think about your impact on a much bigger scale.

For example, I'm not so interested in selling more copywriting services.

What I really want to do is help people (like me) who have something powerful to say, but struggle to get their words on the page.

- I want to empower people to see the value in their stories and life experiences.
- I want to help create and share more messages and more movements that have the power to change the world in a positive way.
- I want to inspire people to invest in the process of *Inner Journey and Outer Expression* so they can better know themselves and become fearlessly visible with their message.

I want to see a world where more truth is spoken.

I want to live in a world where a top priority is to use our skills to help others (not necessarily make more and more profit).

I want to see a world where introspection is valued and where the inner journey helps more of us feel empowered and comfortable with who we are (and what we can do).

I want to see a world of positive change and I believe individuals (with a message) are the force that can make that possible.

It's why I LOVE working with people whose work is about more than pushing sales higher and higher. I love working with people who are focused on impact, who create inspiring products, and who are driven to be the best that they can be.

Working with people like that inspires me to do more.

And it also makes me feel that I'm having an impact and that my life therefore has meaning.

But what about you?

Drawing on all the pieces of your message jigsaw that you've found so far, I invite you to answer this question:

WHAT IS YOUR BIG VISION FOR YOUR WORK?



- How can you use your skills and experiences to change the world for the better?
- What does that change look like?
- What would you do through your work if you knew ANYTHING was possible?

For this question, I recommend ditching your current frame of reference. That's because where you are now (and how you feel about yourself) can influence what you think can happen in the future.

[And I don't want you to downsize or water down your vision!]

Instead, I want you to extrapolate forward and imagine the big dream. Picture your no-regrets, world-changing, spine-tingling legacy.

What would that look like?

Write it down now 😊



QUESTION 24. FOURTH REFLECTION

The previous five questions inspired you to think about your positioning and the bigger picture impact of your work and your message.

In particular, you've been making a stand for who you are, the value you bring, and the reason the world needs you.

Through this work, we're opening up a different sort of marketing.

It's away from the hacks and the tricks and the templates.

It's turning your back on 'effective' buzzwords.

Instead, it's about using your language, your ideas, your stories, your personality, and your vision to help you find people who want to work with YOU.

Sure, this can take us out of our comfort zone.

There's no hiding when you find your you.

But this ownership and bigger picture thinking unlocks a fresh perspective. That's because it allows you to step forward with integrity and conviction knowing your voice matters.

So let's complete section four and move onto reflection...

Today I invite you to look back over your answers from questions 19-23 and think about how your big picture thinking ties together.

Here are some prompts to help:

- What's changed now that you've imagined a bigger picture?
- Does your WHY motivate you enough? If not, how could you change this?
- What could shift for you and your business (and your clients) as a result of this fresh perspective?



QUESTION 25. HOW DO YOU FEEL?

Thanks to the previous 24 questions we've done a LOT of digging.

I've encouraged you to explore an Inner Journey so you can get clearer on how you want to show up and what you want to say.

Right now you have a TON of building blocks!

Your Message Jigsaw is filling up! Although you'll be getting some clarity with the help of questions such as:

- Defining your Core Message (Q. 17)
- What you want to be known for (Q. 20)
- Your BIG Impact (Q. 23)

There's still work to be done.

Fact is the Inner Journey can only take you so far.

All the introspection and inner work you've been doing have helped you uncover all the things that you can infuse into your message.

But to make impact, you need to share!

I call this **Outer Expression**.

It's about stepping forward and telling your stories out loud – so the right people can begin to build a relationship with YOU.

That's why our final focus on this 30-Question programme is exploring where you can stretch yourself – so you can emerge for your audience with the message from your heart.

How do you feel about that?

You might be excited; you may feel scared too – and for good reason 😊

When you share a message that's based on you and your life, you can't hide behind a mask. You can't be someone you're not because there's no integrity in that.

Instead, you have to leverage yourself.

For example, I'm no longer just selling copywriting – I'm selling my life story and me 😊

And that ^ often freaks me out!

After all, it's not easy to step out of the shadows and share a message that's about more than what you sell.

It can be nerve-wracking to stand tall behind a mission in which you passionately believe. It can be confronting to speak from your heart and get personal.



I know this because I got in my own way for YEARS!

I'd have all these great ideas, but then not do anything with them. I'd get scared, downplay my talents, and then get all frustrated and angry as other people did the things I thought about.

There will *always* be reasons to stop and step back.

I often get frustrated with myself because there have been times that I've retreated into my shell when all the visibility got too uncomfortable.

But life is all about exploring your limits and discovering who you really are. That's why, if you have an idea that in your gut feels right, you **HAVE** to give it a go.

You've got to get it out there and play and explore. Otherwise, you'll never know (and you'll probably have regrets at the opportunities lost).

I know it's easier to say than do, but all us Message Makers are in this together and no worthwhile change ever comes without some discomfort!

As Marianne Williamson so beautifully said:

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our Light, not our Darkness, that most frightens us."

So are you ready to kick-start your journey of **fearless visibility** by identifying some of the things that may get in your way?

If so, let's crack on with today's question...

HOW DO YOU FEEL ABOUT SHARING YOU, YOUR WORK, AND YOUR BIG VISION WITH THE WORLD?

What are you excited about?

What makes you feel nervous?

Don't hold back; just get it all out of your head and onto paper.

Make a list of EVERYTHING! For example, the following would be on my list:

- My stories are boring
- Who's going to want to listen to me?
- What if I'm wrong?
- What if I make a mistake?
- What if I'm kidding myself and wasting my time?
- What if people laugh at me?

What's on yours?



QUESTION 26. ONE THING?

In the last question, you thought broadly about where you might be stuck. We did this because when you give your fears a label, you know what you're dealing with.

Your fears are no longer hidden and that empowers you to do something about them.

You can't tackle the things you don't know you don't know.

It's only when a block is brought to your conscious attention, that you have the power to transform it. And if you're wondering if you can do this, check out this lovely piece by **Marianne Williamson**.

I think you'll love it ☺ <http://quoteaddicts.com/i/52024>

Here's the cool thing... the inner journey can help you move forward. And that brings me to your next question. Looking again at your list from Question 25:

WHAT IS THE ONE THING HOLDING YOU BACK FROM SHOWING UP AS THE REAL YOU?

Try to get clear on this.

Pin it right down to what you really feel. There are always layers and I want you to peel them away until you get to the truth.

When you get back to the core, you can see 'the excuses'.

You also get to question if the thing holding you back is the truth – or is it an old story from the past that you've dragged into your present to create your future.

The one thing holding me back was this limiting belief...

"What if I get it wrong?"

When I looked deeper into this fear, I discovered there were A LOT of old stories at play.

Bullying can have a long-lasting, profound impact.

But when you challenge an old story and start to create new references, things change.

As Lao Tzu so beautifully said...

"When I let go of what I am, I become what I might be."

So let's get cracking...

- What is the core thing holding you back?
- Where does this belief come from?
- Is it the truth?
- If not, what do you choose to believe instead so that you can step forward?



'Choose' is the key word here... you really do get to CHOOSE.

In every moment of your life, **you** can decide who you are and how you'll show up.

If you're playing small because of a story, why not see how it feels to put it down.

Instead, embrace your greatness. Remind yourself that it is the best version of yourself that will have the biggest impact on the people you are here to serve.



QUESTION 27. BLENDING IN?

In a crowded, noisy marketplace, you want to stand out, *not* blend in.

You want your audience to be able to differentiate you from your competition and understand how you are different.

But this can be a paradox!

We are social beings. We want to feel a sense of belonging. We don't want to be ostracised or excluded. In fact, our very survival depends being included in a tribe.

But the world is getting smaller and smaller.

Thanks to modern technologies, geographical boundaries are disappearing.

Your tribe no longer needs to contain people that live near you. Instead, your audience can include people from all over the world who resonate with you, your values, and your vision.

And that means you can be a shade braver when it comes to showing your real personality – because your reach is not limited.

Here's the thing...

If you blend in, act, and show up like everyone else, you're not giving people the chance to get to know who you really are.

As a result, any relationship you build can be superficial.

So don't hide your truth.

Own what you've got – it's something I've said before but it's so important I'll say it again.

JUST BE YOU!

Own the greatness inside of you. Express your quirkiness and individuality. Be your own vibe and attract people who love you because of that.

So with that in mind, here's your next question.

WHERE ARE YOU BLENDING IN WHEN YOU SHOULD BE STANDING OUT?

This could relate to your personality, your beliefs, your habits, or even the clothes you wear.

In short, stop hiding the parts you worry others will reject. You could find these are the very parts that your perfect audience loves the most.

P.S. This exercise can be so liberating – there's nothing more satisfying or reassuring than being accepted for who you really are – your perceived flaws and all.



QUESTION 28. WHAT WOULD YOU SAY?

We're nearly at the end of your 30-question programme.

We've covered so much ground and I truly hope the questions have helped you get more clarity about:

- Who you are
- What you stand for
- The message you were born to share

In this final part of the programme, I've been encouraging you to get clear on what you'd say beyond your fears and your limiting beliefs.

And that leads me to your next question...

I'd like you to imagine you're stood in front of your target audience who have come to hear your keynote.

[The people you identified in Question 22.]

These people are drawn to you.

They're aligned to you because of who you are and how you make them feel.

They want the outcome you can help them to achieve.

You've earned their eyes, ears, and hearts.

They're listening intently to your every word – because they trust that you can help them get to the next step.

WHAT WOULD YOU SAY TO THESE PEOPLE?

Don't overthink this for now. Just see where your intuition guides you to start and what it suggests you include.

See what stories flow.

What ideas and insights emerge?

The key is to speak without fear and limitations. Write from a place of connectedness with the truth of who you are – trusting that you'll say *exactly* what your audience needs to hear.

Over to you ...

P.S. If you prefer, you could speak your response to this question.

If you do, watch it back. Look at your body language. Listen to your tone of voice. See where you come alive. Spot your passion and your conviction and harness that going forward.



QUESTION 29. HOW DO YOUR JIGSAW PIECES FIT TOGETHER?

With the help of 28 questions, you've explored:

- An inner journey that's taken you closer to yourself
- Your stories, and
- Your passions

Combine all your answers and you're clearer on the message you're uniquely positioned to share.

I'm sure you've got a mass of thoughts and ideas whizzing around your head – so let me help you pull it all together with the help of your **Message Map**.

You'll find a template at the back of this workbook.

This template is designed to help you structure and organise everything you've worked through.

You'll notice there are seven sections.

I've sign-posted which questions to revisit to help you fill this in (you can also use your Message Jigsaw).

Once you're done, you'll have a one-page summary of all the insights and decisions this programme has helped you uncover.

1. WHO is sharing the message – and how will you communicate that?

Questions 1-5

2. What are you *actually* selling?

Questions 7-10

3. Why are you uniquely positioned to do what you do?

Questions 12-17

4. How must you position yourself to ensure your message has an impact?

Questions 19-23

You'll need this summary for the final step in this journey...



YOUR MESSAGE MAP

1. WHO is sharing the message – and how will you communicate that?
[Questions 1-5]

Your Core Message [Question 17.]

2. WHAT are you *actually* selling?
[Questions 7-10]

3. WHY are you uniquely positioned to do what you do?
[Questions 12-17]

4. HOW must you position yourself to ensure your message has impact?
[Questions 19-23]



5. Stories to Tell

[Questions 12-16]



QUESTION 30. WHAT NOW?

This is your final question! And in many ways, it's the most important of them all.

That's because it's time to get clear on what you've uncovered and what you plan to do next – to get your message out there.

I hope these 30 Questions have helped you see the value in your own stories and that this empowers you to share a message infused with you.

I hope you also feel more confident to share the message that's in your heart and allow your uniqueness and individuality to flavour everything you do.

In other words, I hope you WANT to tell more stories and start creating content that is raw, honest, emotion provoking, and heartfelt.

Sure, pitches remain important. But when it comes to relationship building, the ability to inspire people to relate and connect with you is massive.

And your life story provides you with pretty much everything you need to craft a message that spreads.

SO WHAT NOW?

Firstly, it's important to reflect on the entire journey. For example, you can ask yourself:

- What have you experienced as a result of answering these questions?
- What have you discovered about you and your message as a result of answering these questions?
- Where do you want to take your message now?

Also, you need to **figure out your next steps strategy**.

- How will you share your message consistently – so you can attract your perfect audience and make an impact?
- What stories will you share (write these on your Message Map)
- What media will you use to spread your message?

If you're committed to spreading your message, then it's a good idea to sharpen your storytelling skills. I have some resources to help you do that (which includes a description of 11 stories formats you can share).

You can download my **Storytelling Guide** [here](#).

Remember, (depending on your package) you also have your **strategy call**, which you can use to help you get clarity on your next step. If you've not booked yours yet, now would be a good time to do so.

And if you want more one-to-one support, I have a couple services that may interest you. You can find them at www.findyouryou.co.uk.

Whatever you decide, please do build on the momentum you've created so far



Remember, YOUR MESSAGE MATTERS.

Consider it your personal quest.

[Imagine leaving this earth knowing you did what you were supposed to do.]

But of course there's more to this...

That's because when we discover and live out our truth, we set off a ripple effect that can kick-start transformation in others.

- In relationships
- In business
- In personal growth
- In understanding
- In truth

There are people who NEED what you know.

There are people who will be INSPIRED by your stories.

There are people who will be ENERGISED and TRANSFORMED by you showing up and opening doors.

So whatever change you want to see in the world, I believe your message (and your business) holds power to make this happen.

I hope there's a part of you that feels slightly scared by this!

But I reckon we should play big. All our lives have the potential to create positive change in the world.

So I invite you to draw upon everything you've uncovered with the help of this workbook to **unmute your business, share your message**, and become **fearlessly visible** about the change that you want to see in the world.

You've got this.

You never know... It may even be the reason you're here 😊

Georgina

