

Startup Success

MESSAGE CLARITY WORKBOOK

PART THREE

WHAT'S THE IMPACT?

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MODULE 1 // Creating a Clear & Compelling Message

Message Clarity Part 3

1. If things don't change, your audience will stay stuck and fail to get that thing they really want! What would that look like (from their perspective)?

Complete these statements:

If you don't _____,
then you'll continue to wake up feeling
_____ every day.

Right now, you're _____,
and that's only going to get worse if you don't
_____.

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Let me help you _____,
so that you can stop _____
_____.

You don't have to keep _____
_____. I can show you a better way!

Life can be more _____.
Take action, _____,
and discover _____!

2. If they DO take action (sign up/hire you/join the program/buy the thing) then their life will change for the better! What would that look like (from their perspective)?

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3. What are three, specific positive changes they'll see if they take the action you recommend?

Complete these statements:

Imagine waking up every day, feeling like _____
_____.

It would feel so good if only _____
_____.

After you _____,
you'll start _____.

Take action and _____!
Your life will never be the same.