

# *Startup Success*

## MESSAGE CLARITY WORKBOOK

### **PART TWO**

WHO ARE YOU AND  
HOW CAN YOU HELP?

# Startup Success

MODULE 1 // Creating a Clear & Compelling Message

## Message Clarity Part 2

1. What past experiences have you gone through that allow you to empathize with your audience?

---

---

---

---

---

---

---

2. Complete the following statements:  
I know how you FEEL because...  
*(something you went through)*

---

---

---

# Startup Success

## MODULE 1 // Creating a Clear & Compelling Message

I also FELT...

*(how they're feeling)*

---

---

And what I FOUND was...

*(a "truth principle" that you discovered, which guided you towards finding solutions)*

---

---

---

3. Do you have any formal credentials?

---

---

---

4. Do you have testimonials from previous clients?

---

---

---

# Startup Success

## MODULE 1 // Creating a Clear & Compelling Message

5. What's your **plan** for your audience to achieve their biggest desire?

Create two plans:

### a) **Getting Started Plan**

*Example:*

1. *Join my newsletter*
2. *Receive \_\_\_\_\_ in your inbox every week*
3. *Live a \_\_\_\_\_ and \_\_\_\_\_ life.*

### b) **Big Picture Plan**

*Example:*

1. *Schedule a free consultation*
2. *Create/discover/learn a plan to \_\_\_\_\_*
3. *Get weekly/daily/monthly \_\_\_\_\_*
4. *Finally find/achieve \_\_\_\_\_.*

# Startup Success

MODULE 1 // Creating a Clear & Compelling Message

## Getting Started Plan

— ) \_\_\_\_\_  
\_\_\_\_\_  
— ) \_\_\_\_\_  
\_\_\_\_\_  
— ) \_\_\_\_\_  
\_\_\_\_\_  
— ) \_\_\_\_\_  
\_\_\_\_\_

## Big Picture Plan

— ) \_\_\_\_\_  
\_\_\_\_\_  
— ) \_\_\_\_\_  
\_\_\_\_\_  
— ) \_\_\_\_\_  
\_\_\_\_\_  
— ) \_\_\_\_\_  
\_\_\_\_\_  
— ) \_\_\_\_\_  
\_\_\_\_\_