



Creating Your Authentic Message

Your message is how you get across to others who you help and what you help them achieve, do, be or have.

Read your Purpose, Mission, and Why statements first.

Your message may be very close to your mission statement.

1. I help, I inspire, I empower, support, etc.

2. Who do you help: Women, People, Business Women, Entrepreneurs, etc.

3. What do you help them achieve? This may be the end of your statement or you may need step 4.

4. Answer this question: In order to? Or So they can?

I empower business women to clear their money blocks, understand their numbers, and get clients to create cash flow so they can stand up as leaders in their companies.