



21 Days to Awakened Marketing

a writing journey to
unearth your authentic
message

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You're on the precipice of creating something that you truly believe could change the world in some small way.

But it's scary.

Maybe you think what's standing between you and that vision is this horrible thing you must somehow bring yourself to do called "marketing."

But what if you don't need a mountain of modules about marketing tools to create a thriving business?

What if everything you need to create your dream business is already inside you?

I truly believe that unearthing your truth and showing up to share that with the world is all you need to create your own version of success.

This journal was created to help you discover and embrace everything inside of you that may be standing in your way—and that may also be the way forward for you.

I designed this journal to take you through a 21-day journey towards a clearer understanding of the message you want to put out into the world.

Be gentle with yourself and allow yourself to do it imperfectly. You might need 31 days or 40. You might not be feeling the Day Six prompt and want to skip to Day Seven.

Honor yourself and your own journey. Marketing is never going to work for you by forcing yourself to follow someone else's plan. It will only work if you find your own way to it and your own love for it.

Most of these prompts are original to me or have been used so many ways and so many times that they can't be attributed. But there are a few that I've borrowed from others.

I'm going to start Day One with a prompt from author Elizabeth Gilbert, which she alludes to in her book *Big Magic*. Inspired by a mindfulness talk of hers on creativity, I began using it at the start every creative project of my own.

My version of it goes like this...

Day Three

All About Me...

Does the idea of writing an "About Me" section make you head to the freezer for your favorite ice cream?

Okay. What is your favorite ice cream, anyway?

Truth is, effective messaging for your business has less to do with proving yourself or your credentials and more to do with letting your spirit shine through and imbuing an authentic tone.

So, play around with these questions and have fun...

If my business were an ice cream what flavor would it be?

If I were a texture, what texture would I be?

What is my business's favorite color?

Dogs, cats, or both?

What are your 3 favorite things about your business?

What is your business's favorite thing about you?

Day Eight

This prompt comes from Julia Cameron's famous book "The Artist's Way." Write down the names of three people whom you would put in your Hall of Champions--not famous heroes, but real people in your life who have stood behind you and championed your spirit and your work.

1.

2.

3.

Now, write a list of adjectives these champions would use to describe you or your work:

Day Eleven

Imagine putting together a party that would be totally fun and fulfilling for you—where would it be? What, if anything, would it celebrate? What food, décor, activities would you have?

Now, write a note to your closest friends inviting them to the party.

Day Eighteen

Write a gratitude list. List everything you already have in your life that can support your dream for your business: your support system, any training you have, knowledge you possess, friends, family, a roof over your head, warm baths to rejuvenate you, anything you can express gratitude for right now, today.

I'm grateful for...



Day Twenty

Reread your vision for the world from yesterday.

Now, write your vision for your business and how it moves us toward that vision for the world--even in some infinitesimal way.

Take some time with this one, but don't censor yourself--just keep writing...



Day Twenty-One

You made it! Pat yourself on the back.

Take some time today to reread everything you wrote in this journal. Highlight or circle anything that pops out to you as absolutely true.

Now, in 50 words or less, tell the world about your business...

Now, try again...

Day Twenty-One (cont.)

And again...

One more time...

Enjoy your conscious creation of a business!

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