

21 Hays 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 One

Most of us try to block out our fearstifle it or "get past it" when we take on an exciting new project. The problem is that when you shu up your fear, you shut up all the other feelings inside of you as wel Embrace your fear. Write a letter from your fear to yourself, telling yourself all the reasons why this business marketing thing is a crazidea and won't work.	e ut ll. 5

Day One (cont.)

Now, write a letter back TO fear. Really, start it "Dear Fear," and tell your fear that you hear it, that you understand what it's trying to say, but that you are taking this journey anyway. Fear is welcome to come along for the ride but it is going to have to ride in the back seat. It is allowed to have a voice, but not a vote on this trip. You're
calling the shots here.

Day Two

The concept of "attraction rather than promotion" is a core principle of awakened marketing. Rather than standing on a soap box with a bull horn shouting to the world about how you have the answer to their problems, practice what you preach...take your own medicine...walk your walk. People will be attracted to what is working for you.

Today, make a list of ways you can invest in yourself on the daily:

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 imbibing an authentic tone. So, play around with these questions and have fun...

Day Four

Tell the story of your business as if you're telling your best friend. Where did it all start? When did you first get the idea? What's the journey been like?

Day Four (cont.)

Day Five

a thesaurus!	 . S.C GOII C I	vhat you do. ' o get creative	2110,01 00

Day Six

"Wellness," "	oun you can th 'healing," "yog	a," "fitness,	escribe wh etc but A	AGAINget	creative

Day Seven

List every adjective you can think of to describe what you do. Definitely use your imagination AND a thesaurus for this one!	

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 Nine

Write a testi This is a gust persona that to whatever	monial for yourself in the third person. This isn't a bio. hy, exuberant celebration from YOURSELF to your worl nking them for changing your life with their dedication it is that you do.

Day Ten

Anything that involves your work can trigger your ego to become super active--either with a false sense of inflation or with dangerous self-criticism--or both! Do this exercise as a way of reminding yourself that you are NOT your work, your perceived level of success or status, or even your relationships... you are pure energy, a child of God, a spirit, a soul, whatever you call who you are WITHOUT those superficial definitions

Write a list of "I am" statements. ("I am a writer, I am a mother," etc.) When you've filled the page, go through and cross out every word on the page except the words "I am." Sit with that for a minute.

Day Eleven

Imagine putting together a party that would be totally fun and fulfilling for you—where would it be? What, if anything, woul celebrate? What food, décor, activities would you have?	d it
Now, write a note to your closest friends inviting them to the p	oarty.

Day Twelve

someone you were working with, or it could be a friend or family member. Where were you? What can you see, hear, and smell in the place. Describe what happened and most importantly, how you fel			

Day Twelve (cont.)

Day Thirteen

Close your eyes for a moment and imagine a younger version of yourself at a time when you didn't know what you know now.

Now write a letter to this younger you, telling them everything you wish they knew about how to be in the world or in their body.			

Day Fourteen

Don't think too much about this one. Just write the first four words of this prompt and then keep writing. Set a timer and keep your pen moving for ten minutes.

My dream client is				

Day Fourteen (cont.)

Day Fifteen

The next two prompts come from Kim Maxwell, an incredible writing and performance coach whom I've had the pleasure of knowing for most of my life. You can learn more about her work at www.kimmaxwellstudio.com.

Write a letter from your business to you. Give your business a voice and have it ask for what it needs from you in order to thrive.		

Day Sixteen

Now, write a letter from yourself to your business. Start it "Dear [business name]," and promise to give your business what it needs to thrive to the best of your ability and capacity. Make any other promise you need to, even if it's promising to put your own needs first so that you can show up as your best you for your business.	S

Day Seventeen

What's in the way of you fulfilling that promise to your business? Is there any particular resistance showing up in the form of unhealthy behaviors or relationships, or even healthy ones? Is there a world in which what's IN the way of your dreams actually IS the way forward towards achieving them? Write about that for a few pages

Day Seventeen (cont.)

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 Nineteen Take a deep breath and get grounded.

What is your vision for the world? Go big, don't hold back. What does utopia look like to you?			

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 yourselfjust keep writing

Day Twenty (cont.)

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!

Written by
Liz Cotone
LizWrite Copy
www.lizwrite.com