

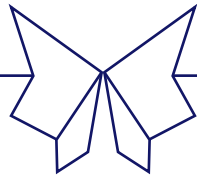


# *Positioning That Pays*

6 steps to SUPERSTAR success that captivates  
clients AND grows your movement

*Day 5*

## DAY 5 - Message



Your message is simply the way you make all this amazing stuff clear to your audience. It's a mix of your U.S.P., your business values, your outlook on life, who you help and what you help them do.

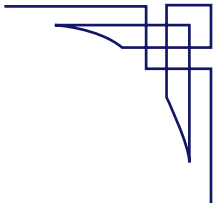
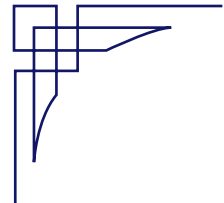
One of the strongest and most effective ways to fill your following with die-hard fans is to create a clear and succinct message that wraps up your worldview in an easy-to-remember and easy-to-recognize tagline.

My #1 tagline is Saving The World, One Client At A Time. It describes my mission to grow a business that reflects how I'd like to see the world work (with radical integrity and an evolutionary mindset). It also speaks to the ripple effect my work has on the world, because each one of my clients is lifted by our work together and that helps them do their best work in the world.

I'm literally helping humanity step away from soulless jobs where people are undervalued and misguided and replacing these unhappy employees with blissed out, enlightened entrepreneurs who go on to make their world a better place with every interaction they have!

Which brings me to my #2 tagline - Work Fiercely, Not Frantically. This means going after massive success, but not at the expense of your own health, happiness and freedom. Working smart by embracing the world-changing technologies and opportunities we have available in the online sphere and learning to accept (and hire!) help.





When my tribe sees my taglines (or my content, which embodies these ideas) they see the kind of future they want for themselves. If Saving The World, One Client At A Time was a flag or a T-shirt, my people would wave it/wear it with enthusiasm! Because it's a belief *they* believe in. It resonates with them and they want to be part of this **movement** to save the world.

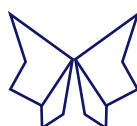
They want *their* business to make a difference, just like I want my business to make a difference, just like YOU want your business to make a difference! And that's why they follow me, buy from me and become part of the Real To Ideal Movement for (r)Evolutionary Leaders.

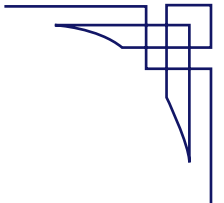
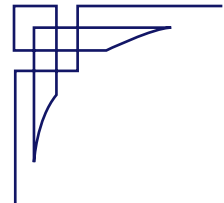
Let's explore a few ideas for your rally cry:

**When you think about your vision for the future what do you see? What do you believe in, strive for, want for yourself and the world?**



**Think about your U.S.P. for a moment. The way you see the world, the way you shape your world, your values and beliefs for how the world should work.**





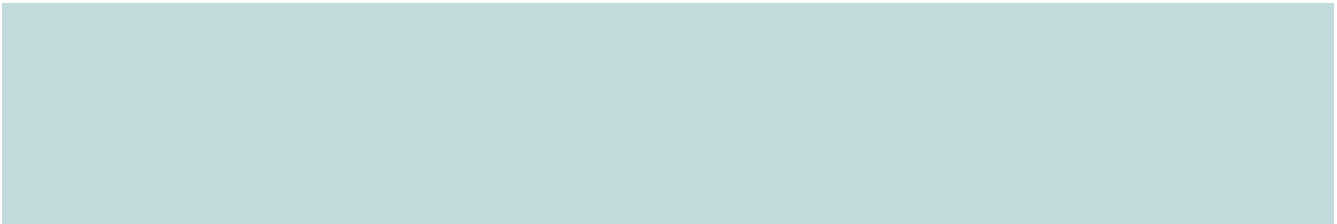
How could you talk about your vision for the future from the perspective of your U.S.P.? What comes to mind when you combine these 2 ideas?



How will you create this vision for the future?



What is the mission behind your mission-driven business?



What tagline will help differentiate you from your competition and give your following a flag to rally behind? *That's* your message and your movement!

