

# Conscious Business Mastery Activation Guide

## #1 Articulate Your Message

Articulating your message is one of the most perplexing processes in a conscious business. One of the reasons that it can be so difficult to tap into the powerhouse of fuel that aligns with your essence and who you're here to serve, is that you're scratching the surface of what you're really brilliant at. Often we dismiss the things that come naturally and easily to us and have the most impact. Ironically, it is this very thing that you do – who you ARE essentially – that will create ripples of transformation for others.

Trust the process! Most of the time this excavation of your true essence can only be facilitated by a trusted partner. So first thing to do is to complete the worksheet below. Then I am going to urge you to partner with as many people as possible and coach each other through the process. I will also be doing this with you on the calls.

This is a circuitous adventure, not a linear one, so allow yourself to playfully experience the content and for the flow of energy to move you. This is only the beginning, we will be fine tuning your message during the whole program.

### 3 Keys to Articulating Your Message (Brilliance)

1. You can't see yourself fully, it's easier to be witnessed. Most of the time this excavation of your true essence can only be facilitated by a trusted partner.
2. On your own you'll just scratch the surface of what you're really brilliant at. We dismiss the things that come naturally and easily to us and have the most impact.
3. Transformation occurs for others just by virtue of being with you when you are in your brilliance. It's an energy thing, resonance, like a tuning fork. Folks can vibe into their own brilliance when you are in yours. That's why it's so compelling and attractive.

Trust the process! This is not linear.

### Making this a powerful program!

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- We'll be refining your essential message during the whole program.
- This – and every program that I lead – is an invitation to step into your own energy – feeling, sensing and knowing and to relinquish the seductive lure of external authority.
- How I work – free flow, creative, scaffolding, artistry of movement
- Forum is almost ready

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Check out the Activation Mastermind Orientation Call. You'll get a chance to meet the Facilitators and see which group is a good fit for you. Our Activation Mastermind Facilitators are: Joanne Stein Letlow, Sus Kongsbak, Larson, Tonya Freeman, Sheila Finkelstein

experience of the coaching process & we'll explore how to partner powerfully

### Power Pals/Power Triads

One of the most powerful strategies for getting activated in your business is creating an environment that will pull you into your brilliance. Aligning with another person (power pal) or two other people (power triad) can be the easiest way to get you into movement in your business.

Some of the elements of a dynamic power pal relationship are:

- engage intense curiosity with one another
- suspend judgment and disbelief
- witness one another's brilliance/magnificence on a regular basis
- experience a connective orientation – being with (witnessing what is) vs empathic (feeling where they are)
- embody and express your intuitive feeling/sensing/knowing in a way it can be heard
- go the edge with your bold essence, dare to be free
- unleash and unhook from expectations and assumptions
- welcome discomfort and align with its potential
- don't focus and give air time to problems and complaints, explore possibility
- experiment with language that opens to exploration, embody Masterful Articulation

### Your Essential Message Process & Activation

- **Your Essence.** Your Brilliance, Your Style
- **Your Why.** Your Story that powerfully positions you as the expert to resolve a specific problem
- **Your Business Essence.** Perfect Match/Your Tribe who are the people? What's the problem?

### NEXT ACTION:

1. [Module 1 – Articulate Your Message.pdf](#)

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### 2. [Module 1 – Your Perfect Match Client & Unique Tribe.pdf](#)

This is a 7-page worksheet and no there are no multiple choice answers. We want to stir things up and get the creative juices flowing. Approach the field play with excitement and curiosity. Check in with your own knowing and modify where needed. You may want to draw, paint or write some poetry, perhaps to embody your 'perfect match client.'

3. **Your Authentic Story** that positions you perfectly to deliver the transformation. Please complete the worksheet, [Module 1 – Articulate Your Message.pdf](#) , before our call.

**Extra Credit!** Those of you who want to scuba dive into the content can also try this out: Contact 5-10 friends and tell them you need their help in a homework assignment by answering one question: **What are the top 3 things I do brilliantly?"**

### **AUDIOS/RESOURCES:**

[Training Call](#)

[Q&A Call](#)

[Add Zing to Your Bio](#)

[Energize Your Business Audio](#)

[Get it Done: Articulate Your Message \(15m\)](#)

[Get it Done Playshop Audio](#)