



HOW TO USE MESSAGING TO CREATE A LEAGUE OF YOUR OWN

Story Strand Example (About page)

My Story

I know how hard it is to find your voice.

Because after 15 years working in magazines, unravelling other people's stories, ghost writing the words of industry leaders, celebrities and everyday women, and crafting them into highly engaging and compelling content (all in the style of whichever magazine or brand I was writing for)...

My true voice got a little bit lost.

Which meant when I started my own business teaching entrepreneurs the tricks of my trade, sharing my expertise was easy peasy, but the bit that actually builds the connection, gets you noticed, and creates that league all of your own...? Yeah, that was hard.

I knew I had to find my voice, share my story and work out how to communicate my soul work, but I was totally stuck. It was like trying to read a label from the inside.



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Who was I? What really made me different? And did anyone really care about my past, my kids, my most embarrassing moments, my wins, my failures, what happened to me in the supermarket last Thursday...?

And although my heart (and the journalist in me) told me that I needed to start showing up as a 3D human if I wanted to connect with my people (my tribe)...

And even though my head knew that switching between business guise/expert/woman with a life 20 times a day was just exhausting...

The real me kept getting lost somewhere between the Nespresso machine and my laptop.

So, as a journalist, I dug out my best investigatory, intuitive and forensic skills and set to work. And as I unravelled my message, called out my own BS and started creating content with a clear mission and most importantly, a heartbeat...

Here's what I realised. I am my own goldmine.

Because in this automated world, the thing that really makes your voice rise above the rest, isn't just showing up. It's showing up as a living, breathing, whole-hearted person – with family and failures, and personality and pets, and interests and opinions.

Because you can be visible and still be hiding.

So if you know there's a bigger stage waiting for you, a bolder message you want to share, and you're tired of showing up in 2D...



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Now's the time to stop hiding, and start shining your light so you can truly live life on purpose.

It's time to share your story!

CTA button

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