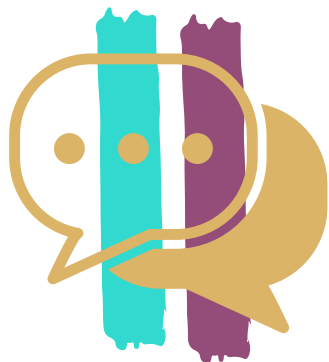


YOUR SOULFUL MESSAGE



WORKSHEET

THE ULTIMATE SOULPRENEUR SURVIVAL GUIDEBOOK RESOURCES



Make sure to have worked your Identity Worksheet before you work on this plan of action.

What is your message? When I worked with artists, I learned that in every interview and event we had to go straight to what we needed the world to know. So I developed a 5 points strategy. Every time you have a communication opportunity you can try my 5 point process:

**This can also be social media content: posts, vlogs, podcasts, etc.*

☐

1. What are your values?

What do you stand for? Sustainability? Joy? Magic? Spirituality? Creating useful tools? Using your wit? Negotiation skills? What do you believe? What kind of world, relationships, environment do you want to create or contribute to? These are your values. Make a list, no more than 10 values.

☐

2. What is your story?

Where do you come from? What have you experience? What have you learned? Try doing it in no more than five sentences. It can be as simple as: I'm Ximena, I was born and raised in Mexico City. I have worked with entrepreneurs all of my life, my dad was an entrepreneur and consulted many of them. After I graduated from College, the lack of work opportunities encouraged me to create my own. That's how I learned to assess people's skills and the value they provide.

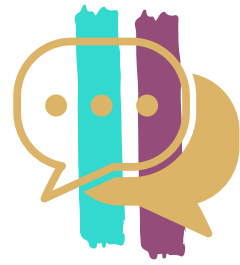
☐

3. What do you offer?

This is your playground. This can be one thing, or many things, all at different moments. Don't spill every product, service, or talent at once. Focus on the one thing you want the world to know RIGHT NOW. Try this:

I have a/can **__(product, service, project, skill)___** that helps **__(who do you want to help)___** **OUTCOME (what happens, what do you shape, transform, fix)**

YOUR SOULFUL MESSAGE



WORKSHEET

☐

4. Where and how can you find-get it?

When will it take place, how can they find-buy-hire you? Is there a website? Does it cost or is it a free resource? What are the requirements?

☐

5. A little inspiration

This is where the magic happens. Tell people what will happen to you, the world, and others when people engage with your offer. For example, as an artist: "I really look forward to people listening to my new single because it includes wonderful collaborations of musicians I have admired for years, and it just makes you want to smile and dance." Or... "I really hope people try my product, we have put a lot of attention to detail and the team as a whole has been super passionate about the project." The traditional example for this are social causes. "Every time you buy a pack of ___ \$1 of your purchase is used for: ___". So you get an idea of what your action as a customer-user will cause on the seller-producer-creator and the community.

Now... I told you this was a trick I used for my artists. So... whenever we went to an interview, or had a camera in front of them, they could use their hand to make sure they had mentioned all 5 of the elements of their message. You can do it too! Just put an element on each of your fingers. As you mention or type each, put a finger down till you go from open hand to a fist.

