

Say It Loud Prep Work Playbook

Welcome to our four-week Challenge to help you get more of your Deep, Wild, and True Voice out in the World!

This Challenge has two aims:

- To help you **deepen and strengthen your message**
- To **get you out in the world sharing your authentic message more fully and more frequently**

By sharing more widely what feels deep, true, and wild in your soul you will:

- **Feel more alive** and **experience more of the sweetness of life**
- **Feel more proud of yourself** and the difference you make in the world
- **Feel more fulfilled and on purpose**
- **Have more fun** being in the world and sharing what you do
- **Have more impact** on the communities you care about
- **Attract more of the people who resonate with who you are** and what you do
- **Continue to deepen and strengthen your central themes and message**

This first workbook is designed to help you **evaluate your message**, and **deepen and strengthen it** before you step out and start sharing more widely in the last three weeks of the Challenge.

Why?

Because:

- You will **feel more fulfilled** sharing the deeper, truer message you are here to share
- You will **have more fun** sharing the message that is yours to share
- You will **generate a more powerful response** the more True and authentic your voice is
- **We all evolve and our message evolves**, so even if your message is pretty solid, there may be new depths you can find to share in this challenge

Your Trueing Overrides my Teaching

At the heart of all of my work is Trueing.

I define Trueing as *recognizing what is eternal and powerful about who you are, honoring that in your life and work, and expressing that fully in your life and work.*

So, while I will of course be making suggestions and recommendations throughout this Challenge, **I want you to True anything I say or recommend.**

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For example, this Challenge will focus primarily on speaking.

But if your True is to get your written word out? Then do that!

I might suggest you share something publicly three times a week. Not the right pace for you? Then decide what your True is.

Feel free to take anything I teach or share and adapt it so it honors who you are at your Core.

How Solid is Your Message?

A lot of my clients and audience feel pretty good about their Message.

They feel like they are well on the way to articulating the biggest, deepest, message they are here to share.

So first, let me ask a few questions to help you decide how much work you might want to do this first week to refine or deepen your Message.

What Is the Biggest, Deepest Message You Believe You Are Here to Share This Lifetime?

If this feels overwhelming or too broad to write, I recommend that you play with this formula:

The True Spirit of my Work (my Life) is to

Help *this group of people* (this is not marketing, it's who your heart is called to serve, so it can be all humans, or women, or people who think differently)

Have *this feeling and experience* (this is usually an emotion or emotions, or a sensory experience)

That comes from *this source* (this is what you believes allows someone to have the feeling and experience you want them to have)

(Optional: So that they *get to do or be this* in the world).

A very simple example might be:

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The True Spirit of my Work (my Life)

Is to help brave human beings who have lived through painful times

To find the peace, solace, and new hope

That comes from forgiving life for the pain they've experienced,

And finding the tendrils of love, and compassion, and wisdom that were born in that pain,

So they can hold their difficult past and the promise of a new future side by side,

And step back fully into life and the possibility of joy again.

What I have found works well about this formula is that it puts the focus on what you help others to feel and experience. And that makes it easier to start writing and speaking about that experience so others can understand it.

That said, usually what YOU most want to feel and experience in this lifetime is the SAME as what you most want others to feel and experience.

Evaluating Your Message

When I work with clients privately and I turn their stories into a True Spirit statement, we test if we are on point by asking these five questions. One way you know you are on message is if you can give a whole-hearted YES to each of these questions:

1. Does this Message Statement, as written, **reflect the themes and threads of your Life Stories**? The most powerful message you are here to share may have threads that showed up when you were very young, or just starting your career. Your most powerful message will have themes and threads from work or experiences you've had in life that may appear very different from what you do now.
2. Does this Message statement, as written, **represent what you most want for others, whether or not they know to want it for themselves**? One of the ways traditional marketing can flatten messaging is by making you feel a good message speaks to what your audience already knows that they want. That can keep your message very small and make you sound like everyone else. The best messages speak to something you want deeply for your audience, but which they may not yet know is something they want for themselves because it might not be something they have imagined or considered as being possible. It is your presence in the world and your speaking of what is possible that awakens them to what they have been yearning for.

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3. **Is this** Message Statement, as written, **YOU**? That is, does it feel like the essence of YOU on a page? The strongest message statements will transmit your unique energy and presence. It might be playful or bold or complex or straightforward. A beautiful Message that doesn't feel like you, that feels like someone else, is probably not your deepest Message.
4. **Is this** Message Statement, as written, **complete**? Are there any themes or threads that are central to your work that do not show up in this statement that need to be there, or can they live within what you've written in your Message Statement? It can be hard to fit everything you are about into one or two sentences. But the strongest Message Statements have room for all of the bits and pieces you are about to fit.
5. **Does it excite you?** Does the thought of devoting your life energy to creating more of this feeling and experience for more people in the world excite you? Can you think of anything more important or powerful you could be doing with your life energy? If your nature doesn't really respond to the idea of being excited, you can ask the question this way: Does this move you? Does the thought of devoting your life energy to creating more of this feeling and experience in the world MOVE you?

As you can see, being on message is about much more than promising a target audience you can deliver what you believe they want.

What happens if you aren't a whole-hearted yes to all these questions?

Then I would recommend you use this week to play with some or all of the following exercises to deepen and strengthen your Message.

Remember: **the goal is not to get your Message word perfect. That doesn't exist.**

But you do want to get your Message to a place that you feel deeply connected to it and deeply excited about sharing it with the world.

Deepen Your Message Exercises

My goal with these exercises is to **help you recognize something new about who you are and what is central to your being** so that part of you can come out more fully when you share yourself and your message with the world.

So try not to get too perfectionistic about any of these exercises, use them to have a new insight or aha about who you are and what you bring to the world through your presence and efforts.

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You may do one or none or all of the exercises depending on your interest, your energy, and your capacity.

The Deep Dive Exercise

If you have energy and bandwidth, this is the deeper dive into your core themes and threads. It will take several hours and some deep thinking and exploration.

The True Spirit of Your Work

For more than twenty years, I've used this exercise of the True Spirit Statement to help clients feel more clear and more inspired by what they bring to the world. To help them tell a more powerful story about what becomes possible for people through the work they bring to the world.

I define the True Spirit as:

The specific outcome

You love to deliver

That has been a theme throughout your life

A message constructed from what your mind is telling you other people want to hear will never have much soul or much power.

The seeds of your greatness can be found in your lived experience. The threads that make your presence magic have been living with you and working their way through you since you were born.

But most of us don't really know how to excavate our lives for those themes and threads.

I want to show you how.

The Three Stories Exercise

How do you find words for the feeling and experience you love to deliver?

Tell stories about your life. Tell stories about your significant life and work experiences. The moments where you experienced grace. Where you felt yourself on point or on purpose. Where you knew you were making a difference through your presence and efforts.

These are stories about things to which you devoted time and energy, where you felt you made a meaningful contribution and you enjoyed the process of making that contribution. The stories can be about paid or unpaid work. The stories can be about hobbies or other passions. They can include parenting and other caretaking.

Mining Your Three Stories for Language

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1. Make a list of ALL your significant life and work experiences.

Examples:

- Scooped ice cream as teenager
- Played in band
- Volunteered at food pantry
- Lost my mother
- Taught English as a second language
- Worked as an Insurance administrator
- Got married
- Had first child
- Homeschooled
- Got divorced
- Studied for a new career as a bodyworker
- And so on.

2. Choose three experiences to write about in more detail. They can be from the list above or something else that pops up. Choose the moments where you experienced grace. Where you felt yourself on point or on purpose. Where you knew you were making a difference through your presence and efforts.
3. Start with the experience that was **the longest time ago or appears to be the most different from what you do now.**

Write about this first experience. Give some of the concrete details of where you were and when it was in your life. If you have a specific story about another person, tell that story, write as if helping another person feel like they were there with you.

Now, dive into the meaning. See if you can address some of the following questions for that first story.

- What was meaningful about this experience?
- What did you get to feel and experience that was important?
- What did others get to feel and experience as a result of your presence and efforts?
- Why was it important to you that they have that feeling and experience?
- What becomes possible for people when they have these experiences?
- Was there a peak moment in doing this work?

Answer the questions for each experience ONE EXPERIENCE AT A TIME, don't try to summarize or find common elements for the stories just yet. Jumping too quickly to

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find the common thread will flatten your message and make it more generic instead of specific and alive.

I usually recommend that you focus as much as you can on the impact your efforts and presence had on others. However, if you struggle to see or name the impact on others, then write about what YOU got to feel and experience and why you think that feeling or experience was meaningful.

Write in complete sentences, as if you were speaking to someone and telling them about this time in your life.

4. Once you have written in some depth about each individual experience, and answered the questions above for each individual experience, read through each story and mark any key words or phrases that describe the feeling or experience created through your efforts.

You may notice common themes or threads among all the stories. A similar feeling or desire. **However, don't try to summarize it in words or find the one thing that was true about all the stories.** It's often when we generalize that we lose the specificity, and therefore the power and energy of our language.

5. Make a separate list of the strongest words and phrases from all of your stories by cutting or pasting the key phrases together. You will use these to build your True Spirit statement.
6. Now, use the True Spirit formula and fill in the blanks using the key words and phrases from your stories. The closer you stick to the language that came out of you naturally, the stronger your True Spirit statement will be.

The True Spirit of my Work (my Life) is to

Help *this group of people* (this is not marketing, it's who your heart is called to serve, so it can be all humans, or women, or people who think differently)

Have *this feeling and experience* (this is usually an emotion or emotions, or a sensory experience)

That comes from *this source* (this is what you believes allows someone to have the feeling and experience you want them to have)

(Optional: So that they *get to do or be this* in the world).

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Tips on Putting Together Your True Spirit Statement

- The goal is to try to **name what you want others to feel and experience that has been a theme throughout your life**. This is the feeling and experience you want for others that you believe is more important than anything else. This will likely go beyond promises or outcomes of the specific business or service you currently offer.
- When describing the group of people, you can be as broad or as narrow as you choose. This is not your target market! **This is the group of people you feel in your heart you are called to serve**. It can be “people,” it can be “every man, woman, and child on earth,” it can be “folks on the fringe” or “women with big hearts”.
- The feeling or experience can be an emotion (joy, peace, synergy) or it can be a longer, more descriptive phrase (the feeling of being dipped in an ocean of love, the feeling of shedding an old skin and finding the raw, tender version of yourself).
- **Try to stay as sensory as possible**, what do you want your people to actually feel as sensations in their body, as emotions in their heart? The more you can evoke images, sounds, body sensations, the richer your True Spirit will be.
- You may notice that what you want others to feel and experience is also what you want to feel and experience in this lifetime. This is a good way to know you are on target with your message.
- Once you have pinpointed the feeling or experience you want for someone, you want to **ask yourself in broad terms what you believe makes that feeling possible**. This is not a place for a system, or step-by-step instructions. At the highest level, what allows people to feel that peace, or joy, or synergy that you want for them?

Once You Have a Draft

At this point you should have a first draft of your True Spirit.

Hooray! Like it or love it, you now have something to build on.

You may be thinking:

- *I'm so excited. I have goose bumps!*
- *It's too big/too ideal/too demanding. I can't possibly live up to this!*
- *Is this what I am really about? It's too small/too ordinary. I don't think anyone is going to be excited about this.*
- *Of course this is what I do. It doesn't feel like anything new.*
- *Isn't this what everyone does? Isn't this what everyone cares about?*

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- *This doesn't feel right yet. It makes sense but it doesn't excite me.*

These are all normal things to feel at this point. You aren't done yet!

Now go back and ask the five questions we looked at above.

1. Does this Message Statement, as written, **reflect the themes and threads of your Life Stories**? The most powerful message you are here to share may have threads that showed up when you were very young, or just starting your career. Your most powerful message will have themes and threads from work or experiences you've had in life that may appear very different from what you do now.
2. Does this Message statement, as written, **represent what you most want for others, whether or not they know to want it for themselves**? One of the ways traditional marketing can flatten messaging is by making you feel a good message speaks to what your audience already knows that they want. That can keep your message very small and make you sound like everyone else. The best messages speak to something you want deeply for your audience, but which they may not yet know is something they want for themselves because it might not be something they have imagined or considered as being possible. It is your presence in the world and your speaking of what is possible that awakens them to what they have been yearning for.
3. **Is this** Message Statement, as written, **YOU**? That is, does it feel like the essence of YOU on a page? The strongest message statements will transmit your unique energy and presence. It might be playful or bold or complex or straightforward. A beautiful Message that doesn't feel like you, that feels like someone else, is probably not your deepest Message.
4. **Is this** Message Statement, as written, **complete**? Are there any themes or threads that are central to your work that do not show up in this statement that need to be there, or can they live within what you've written in your Message Statement? It can be hard to fit everything you are about into one or two sentences. But the strongest Message Statements have room for all of the bits and pieces you are about to fit.
5. **Does it excite you**? Does the thought of devoting your life energy to creating more of this feeling and experience for more people in the world excite you? Can you think of anything more important or powerful you could be doing with your life energy? If

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your nature doesn't really respond to the idea of being excited, you can ask the question this way: Does this move you? Does the thought of devoting your life energy to creating more of this feeling and experience in the world MOVE you?

If you get a no or a "sort of" to any of the questions, **ask yourself how you could say it differently** so it becomes a whole-hearted YES!

It's often in this tweaking that the magic comes into focus.

If You're Still Looking for the Right Concepts

If your answers to the five questions are "yes" but you still feel like something is missing, consider these questions:

Why is it important to the world that this feeling or experience come to be?

Example:

I want women to find a sense of inner peace that comes from knowing they can be powerful and receptive at the same time.

It's important because the world is suffering from a lack of contributions from strong women bringing their perspective more fully in the mainstream. If more women felt peaceful in their strength, they could contribute more, and bring more of their creative and receptive energy and perspective to a world that feels out of balance.

What does having the outcome I describe here make possible for people?

Example:

If women are peaceful about being strong and receptive, they can live more easily in the world without feeling they need to imitate men or sacrifice their sensitivity. They would begin to find ways to take care of themselves rather than being in overdrive and burning themselves out.

Tips to Strengthen Your True Spirit Statement

Here is the feedback I most often give people when helping them write their True Spirit statements.

- If your statement feels broad and generic, **go back to your stories and use more of the exact language you used to tell your story.** You have a distinctive way of expressing yourself, so see if you can use that natural form of expression over "getting it right" or "making it clear." When I write for clients, **I use as much of their exact phrasing as I can.**

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- **If your original stories don't have much language**, or much language that is rich or strong, you may need to go back and tell those stories again with more details and with more exploration of what was happening that mattered.
- **If something in the language of your stories surprises you or makes you a little uncomfortable**, look more closely. This may be a part of yourself you haven't fully claimed yet. Often adding this in to your True Spirit takes you to a new level in your messaging.
- **Look for the metaphors in your story.** I had a client describe the feeling her clients got from working with her as that "whoop de do" feeling you get when you are on a swing. That was a great image with a lot of feeling to it. Look at your actual experiences as metaphor. I had a client who worked when she was young as a switchboard operator, that became a metaphor for how she helped her coaching clients "plug in" to who they are and what they are here to do. I had another who build sanctuaries for her brothers and sisters in the back yard. That was a metaphor for the coaching work she was doing.
- The strongest True Spirit statements are **poetic and evocative**. Do NOT worry at this stage about whether someone else will understand your statement. **Worrying about what others will think is where we often lose ourselves and lose the power** and specificity of our message.
- The best True Spirit statements **bring you home**. When you read your True Spirit statement, you should feel like you are being reminded of who you are and what you are here to do in this lifetime.
- Words will never 100% capture who you are and the magic and medicine you bring the world. **If you feel you are 80% of the way to capturing that you are doing well**, and your True Spirit statement will work well for you.
- If you don't love your True Spirit statement that is OK. **You are still you**. You still have a powerful presence and energy and frequency that will come through regardless of the exact words you use.

What have you discovered about yourself and what you are here to share?

If You Are Struggling to Get to the Heart of Your Message

Getting to the heart of your message can be hard to do on your own. That's because we don't always see ourselves clearly and our ownership of what we bring to the table can be clouded by old stories we tell about who we are and what about us is valuable.

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Having your True Spirit statement facilitated by someone else (me!) can produce a very different result than writing it yourself. If you would like my support, you can book your True Spirit session here: <https://isabelparlett.com/the-true-spirit-of-your-work>

The Fast and Furious Exercise

If the above exercise is more than you want to dive into, here is a fast way I help people get to the core of their message. This question usually cuts to the core of what you are here to share. This should take a half hour or so.

Fast True Spirit

The Young People You Love

Think of young humans you love. If you are a parent, think of your child. If you don't have children, think of the young people in your life you care deeply for – nieces or nephews, children of friends, anyone whose growth and development you are invested in.

What do you most deeply want for these young people? What is it you most hope they get to feel or experience in this lifetime? If you could hand them some experience on a silver platter, what experience would you hand them?

Write about that a bit.

When you are done, highlight the key concepts you articulated.

Now, put those concepts into your True Spirit Statement.

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Have *this feeling and experience* (this is usually an emotion or emotions, or a sensory experience)

That comes from *this source* (this is what you believes allows someone to have the feeling and experience you want them to have)

(Optional: So that they *get to do or be this* in the world).

Once you have a first draft, ask yourself the five evaluation questions again, and if you get a no or a maybe or a lukewarm yes, ask yourself how you might word your statement differently so that it can be a whole-hearted yes.

1. Does this Message Statement, as written, **reflect the themes and threads of your Life Stories**? The most powerful message you are here to share may have threads that showed up when you were very young, or just starting your career. Your most

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powerful message will have themes and threads from work or experiences you've had in life that may appear very different from what you do now.

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What have you discovered about yourself and what you are here to share?

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The How Do All These Bits and Pieces Go Together Exercise

If you feel that you have too many themes and threads and you aren't sure how they all go together, here are some suggestions.

1. Doing one of the True Spirit exercises above should help bring more focus to your Message.
2. Sometimes it helps to see how all the pieces you want to talk about go together, and what relationship they have to each other. This exercise may help you see that more clearly.
3. Sometimes some of your concepts or ideas fit WITHIN other concepts and ideas. So you might be interested in authenticity, and for you body awareness and stillness are tools or skills that help you anchor into authenticity. Again, the following exercise might help you see the hierarchy or connective relationships your many ideas have with each other, so you can see the KEY themes of your work and understand how the many pieces support those KEY pieces.

The Mind Map Exercise

1. You can do this by hand or use a mind mapping software. I like Inspiration Software which is more flexible than some online applications. You can download a free trial here: <https://support.inspiration-at.com/>
2. In the center of your mind map, put your main Message (or use the True Spirit formula given in the workbook).
3. Ask yourself: What has my life taught me makes this feeling and experience possible? Write as many things down in the first "rung" of your mind map as you can think of.
4. For each answer you wrote to the question above, ask yourself: what has my life taught me about this element or item?
5. Keep going until your map feels complete. Ideally, you see all the key concepts and ideas that are part of your message on this map.
6. Now that you see the relationship between the different ideas, you can be confident that you can write about any of them and tie them back to your central message!

What have you learned about yourself doing this exercise?

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The Qualities Exercise

If you like the ideas in your Message, but you want to make it richer and juicier, try this exercise. This is similar to the Qualities exercise some of you have done with me in the Annual “Planning” Day/End of Year Ritual process.

1. Answer the following questions with the first thing that comes into your mind:
 - If you and your presence and energy were a COLOR, what color would they be?
 - If you and your presence and energy were a FLAVOR, what flavor would they be?
 - If you and your presence and energy were a SCENT or SMELL, what scent or smell would they be?
 - If you and your presence and energy were a TEXTURE, what texture would they be?
 - If you and your presence and energy were a PIECE OF MUSIC, what music would they be?
 - If you and your presence and energy were a PLACE OR LOCATION, where would they be?
2. For each of the answers you gave above, write three qualities you associate with that thing. For example, if you chose the color Pine Green, you might write the quality words: deep, strong, true. If you do this for each one, you should now have a list of 18 qualities.
3. Cluster the qualities together so you can narrow it down to five or six elements. You might have qualities that you associate together like: light, bright, exuberant.
4. Look at your clusters. How can you bring more of these qualities to your Message? How might you articulate your Message differently with these qualities in mind? For example, how could you say your message in a light/bright/playful/exuberant way?
5. How could you bring more of these qualities to the WAY you share your Message? How can you make not just the words, but the ACT of sharing your Message more in line with the qualities you identified? For example, how could you share your Message in a way that is lighter, brighter, and more exuberant?

Recognition

Once you’ve done your evaluation and one of the Message Development exercises, consider the following questions:

What new ideas do you have about your Message and sharing your Message?

What do you recognize about yourself as a result of this exercise?

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Trueing Principle: Dissolving

One of the key elements that allows you to be more and more True to yourself is dissolving the things that are keeping you from that True.

Often to True, first we have to Pause so we don't get automatically diverted to a default response.

When we Pause, we can start to notice the energy or pressure that might keep us from choosing what is aligned with who we are at our core.

There are many, many forces that keep us away from our True.

Those can include:

- Historical trauma of being slapped literally or metaphorically for speaking the truth
- Internalized pressure to conform or color inside the lines
- Being the A student, performing, needing to achieve in a visible way
- Fear of being visible or standing out

What might you need to dissolve to honor the deep, wild, and True voice inside of you?

Speaking versus Writing

For this challenge, I am inviting you to focus on speaking over writing.

Why?

The astrological inspiration for this class focuses more on the power of speaking.

And for some, speaking can feel more vulnerable or more challenging.

I personally find writing easier, but I know intuitively, I am going to have more reach and power if I spend some of my time speaking to my audience rather than writing to them.

So practically speaking, speaking will mean:

- Recording and sharing video
- Recording and sharing audio
- Speaking live

I would also recommend for this challenge, working on speaking more spontaneously, rather than writing your message and then recording yourself reading that message.

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If it's hard for you to speak spontaneously, I suggest using bullet points or sticky notes on a single sheet of paper to remind you of what you want to say.

So that is the invitation.

If Speaking Freaks You Out

Some of my clients are much more comfortable speaking than writing and others are the opposite.

Take a moment and feel into that fear.

If it feels overwhelming and paralyzing, and writing feels more doable, then focus on writing.

But, if it feels just on the edge of exciting and nerve-wracking, consider this challenge a way to rapidly bump up your speaking skills. The best way to get better at speaking is to do more of it.

If you prefer to write, you could also give yourself the challenge of speaking once a week or once or twice during our three action weeks.

Where Will You Share your Message?

One practical decision you'll want to make this first week is to decide WHERE you will be sharing your voice and your Message.

For the purpose of this course, it does not matter where you share as long as you are sharing somewhere where other humans can hear you. Speaking out loud in your living room to your dog does not count (and posting in our challenge FB group does not count either, sorry.)

You can share somewhere familiar, or you can use this Challenge to share in unfamiliar places.

The obvious choices are:

- Your email list, if you have one
- Your blog, if you have one
- Your Substack or Ghost account, if you have one
- Social Media
 - Facebook
 - Instagram
 - YouTube
 - LinkedIn

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- X (Twitter)
- Others
- Live Events
 - If you attend a live event where you have 30 seconds to 3 minutes to share, you can speak there
 - If you attend group events where you can have conversations with strangers, that can count too
- Other Soapboxes
 - Any other place you can think of where you can share your voice and be heard

I wouldn't overcomplicate this. See if you can feel in to where you would feel excited and delighted to offer more of who you are.

What Format Will You Share?

A second key decision this week is to decide the format you will use to share your voice. You can pick something that feels comfortable and easy, or something that feels like a stretch.

Make sure before our action week starts that you have the technical knowledge you need to use the format you want to use.

- Video
 - Most computers have a camera app you can use to record video
- Audio
 - I'm a little out of the loop with audio, but there are ways to record your voice only, including using Zoom with the video turned off.
- Live Speaking
 - This includes both conversations and scheduled speaking events where you are the speaker!
- Writing
 - If speaking feels like an overwhelming hurdle, you can focus on writing.

What Specifically Will You Speak About?

The broad answer is that you will be writing and speaking about your Message. That is the point of this challenge.

However, in our next playbook, I will give you many prompts and formulas to make it easier to figure out WHAT to speak about and HOW to speak about it.

Say It Loud Prep Work Playbook

You'll have many choice to work with including:

- My famous Sound Bite formulas including Misconception Messages (so flexible and useful) and Why Now Messages
- Different kinds of Stories you can tell to make your Message come alive
- What You Love exercises

What Will Make This a Stretch?

The goal of this four-week challenge is to invite you to stretch in terms of sharing your deep, wild, and true voice with the world.

Stretches can include:

- What you share (the content or messaging)
- The energy and spirit of what you share
- The frequency of what you share (showing up much more often than you do now)
- Where you share (is there a new place you'd like your voice to show up?)

Find a stretch that feels like it's enough to be interesting and exciting, but not so much that feel paralyzed.

What stretch feels most meaningful to you for this four-week challenge?

Each week, you will have a chance to reevaluate and decide if you want to stay with your current stretch level, or go further.

You Speak to Discover

You may have the belief that you need to be clear and organized in your thinking before you share publicly. That you need to already know exactly what you are going to say.

But in fact, we often DISCOVER what we want to say in the act of writing or speaking about it.

That is not to say that you should hit record without a kernel of an idea you would like to explore. But, you don't need to know everything. And in fact, you will likely find that the more you write and speak about the things you care about (and share them), the more you will see and understand about the body of work you bring to the world.

So, embrace a level of uncertainty!

And invite yourself to discover and learn as you take more steps out into the world with your authentic voice!

Say It Loud Prep Work Playbook

Make The Tech As Simple As You Need to Get It Done

For the purpose of this challenge, keep your tech as simple as possible.

For that reason, I am going to encourage you to record and post WITHOUT editing.

Why?

First, the challenge of speaking and letting it stand is a good one to get out of perfectionism.

Second, unless you already have great ease recording and editing your material, figuring that out could be a big time suck and keep you from actually getting your raw voice out there.

If You Need Tech Help

Recording video to social media can be pretty simple. But if it's new to you, it might feel really complicated. If you don't know how to record and post video (or audio) yourself, this is the week to get the tech support you need to figure that out.