

Say It Loud Action Playbook

Going Public

It's time!

The next three weeks are all about daring yourself to create new content and to share it with the world. We will focus on ways you can create content more easily and be more satisfied with the content you create.

It's important that you feel some ease about creating your content so that you can sustain your efforts being out in the world.

Finding Your Right Stretch

The goal for these three weeks is for you to stretch beyond your current norms. That said, you do NOT need to stretch in every area. I would encourage you to stretch in one or at most two areas.

Ways You Can Stretch

Frequency

- Just showing up and sharing at all for the first time or after a period of inactivity
- **Showing up more frequently** than you have before, for example:
 - Weekly if you've been showing up every now and then
 - Two or three times a week if you show up weekly or somewhat less than weekly
 - Daily if you are ready to be way more visible and would like to do that intensity for a short period of time
 - More than daily if you have the mojo for it

Where You Show Up

- **Showing up in a new venue** (like Substack or YouTube or LinkedIn)

How You Show Up

- **Showing up in a new format** (like video instead of writing)

What You Share

- **Showing up expressing yourself in bolder and braver ways** than you have before

See if you can feel into your body what would feel exciting to reach for without overwhelming your nervous system.

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Remember All the Whys For Showing Up and Sharing

- To connect more deeply to your True Voice – to discover what you have to say that you haven't said yet
- To connect to that feeling of “Dang, I’m Good”
- To feel a greater sense of purpose and making a difference in the world
- To feel more alive
- To help more people who might need it to hear your True Voice
- To connect with more of your right people

Choosing your Content Creation Container

To support creating content, you'll want to decide where, when, and how long you'll work on your content creation. Aim for consistency over quantity.

So, you might decide you'll work on your content for an hour at 10 am Monday through Friday. Or you'll work on Tuesdays and Fridays for a three-hour block each day from 11 to 2pm.

You can experiment, but pick a time you think you'll be fresh and focused.

You'll also want to observe what your creation cycle looks like. For writing, I often do a first draft in about 8-12 minutes, and follow up with a second round to refine it. For video, I take about 15 minutes to prepare my content, and then I hit record, and then do the necessary steps to post.

To Publish or Not to Publish

An advanced skill is to pick your creation time block and **commit to publishing at the end of that time block**. So, for example, the writer Glennon Doyle (*Untamed*), started as a blogger by writing for an hour and hitting publish at the end of the hour no matter what.

If this is too big a stretch, you don't need to do this. But it is a good way to push past perfectionism.

Wiring Your Brain for Success

It's natural for sharing your voice to bring up deep feelings including fear and doubt.

A great way to rewire your brain is to spend five minutes in the morning, or before beginning your creation time, imagining yourself creating the way you would like to create, feeling the

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way you would like to feel, seeing yourself doing the creation with ease and joy. The more times you repeat this the more you will wire your brain to find ease in the process.

You'll have a guided recording you can follow to do this, or you can set a timer and do this on your own.

Creating Content More Easily

Knowing Yourself as the Gift

I want you to trust that who you are and what you know is already enough to have good, valuable insights and ideas to share with the world. To assume that YOU are the gift, and that ANY time people get to spend in your presence with you sharing what you've lived and what you know is a gift.

This can be hard to accept when we live in a world that emphasizes performance and results.

But if you believed it, how would creating content be different?

Dismantling Perfectionism

One of the things that will make creating content less easy and less fun is when you spend hours and hours working and reworking a piece before publishing.

I had a client once who would take something like eight hours to produce a newsletter for her email list. That was pretty demanding and resulted in her publishing less frequently than was beneficial for her business.

I gave her a challenge to try to spend no more than an hour on each newsletter. That required that she change her expectations and her approach. As a result, she started producing her newsletters more easily and more frequently.

I have also given other clients similar challenges to spend no more than say a half hour on a social media post.

What is your ideal content creation time block?

Do you want to give yourself a time limit to create your content before publishing?

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Breaking Big Ideas into Smaller Pieces of Content

Breaking down your BIG ideas into bite-size pieces takes some direction and some practice.

One way to make generating content easier is to use prompts for what to write that give you some guidance as to what to share. This helps get you started and helps you focus on one specific thing to share each time you show up to share your voice.

We are going to work with three main types of prompts: Sound Bite Formulas, True Spirit Spin Offs, and Storytelling, and then a Miscellaneous category.

Don't Get Overwhelmed

I'm going to give you all the prompts all at once so you have freedom to pick what most intrigues or inspires you.

That said, I would encourage you to **work with ONE category of prompts each week** so you aren't trying to learn or master all the prompts all at once.

So on week one of action, you might work on the Soundbite Formulas. Week two of action you might work on the True Spirit Spinoffs, and week three you might work on Storytelling. That said, you can mix up the order or mix and match as you are inspired.

Preparing Written and Video Content

Using the prompts below, you'll create the content that you will share.

Writing is, I think, fairly straightforward. You can use the prompts to generate a rough draft, and then refine or polish it until you are ready to publish.

Let's talk a bit more about video.

I don't recommend that you script your video and then read the script. That, to me, puts a layer between you and your audience. The gift of video is creating the experience for your audience that you are speaking directly to them.

But, you may well want to do some writing to organize your thoughts before you hit record on video (or audio). So you would want to, for example, identify your Misconception Message before you hit record. You would use writing to get to the nugget of what you want to express.

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While I sometimes get an idea, and just hit record on video, and talk, mostly I like to create a cheat sheet for my videos.

- I usually use one sheet of paper for a video.
- I hand write at the top what my theme is.
- Then I make a large bullet list of the key points I want to make. That helps me organize what I will or won't say on video.
- While I am recording, I focus on speaking spontaneously to my audience looking into the camera. But I can always sneak a peak to my cheat sheet to know the next idea I want to express.
- The single sheet forces me to be concise with what I am going to say and my notes.
- You could also place post its with key notes on a single or double page spread.

Sound Bite Formulas

What is a Sound Bite?

A Sound Bite is a strong statement that contains a fresh, original, and provocative point of view. It shifts how someone thinks or moves them into action. It offers more than just information; it has a spark or twist to it that grabs attention.

A Sound Bite signals to people “heads up, this is new or different.”

A good Sound Bite isn't subtle. It makes explicit what is good, or important, or relevant. It may also make explicit what is misguided, counterproductive, or mistaken. A good Sound Bite motivates people forward when they might otherwise stay stuck or go in a different direction.

We are going to work with two Sound Bite formulas: Misconception Messages and Why Now Messages.

Sample Sound Bites

People say they don't have time to do the right things for their health. But, what I know is, you can usually make a healthy choice in the same amount of time it takes to make an unhealthy one.

People often feel a lack of credentials holds them back professionally. The truth is that when you understand the essential value you bring to the table, your life experience becomes your greatest credential.

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It's not the size of the woman in the fight; it's the fight that's in the woman.

Misconception Messages

Any time you spot a misunderstanding about what you do or a misconception about your area of expertise, you have identified an opportunity to craft a strong message.

A Misconception Message states a mistaken belief or understanding. Then it gives a new way of thinking about that situation.

There is something about our human brains that really lights up around what's wrong. People seem to love content that's about the mistakes people make or why what they are doing isn't working. I like to have fun with that with these messages.

Here are some examples:

You may think that it is too late to live your dreams, but what I've seen is that retirement is the perfect time to re-discover and revive them. That is because now you have the opportunity to shape your life using all of your hard-won experience, self-knowledge and autonomy.

You may think that moving your body spontaneously would be scary or difficult. What I have found is that it's like opening a door. This is because once you've entered this space, you feel like you've come home to a place that's always been there. You feel like you've found a part of yourself that you tucked away by mistake.

Creating Misconception Messages

Step One: Identify the Misconception

The first part of your Misconception Message will be stated in the form:

You may think ...

So your first job is to make a list of misconceptions that people might have about your work, your area of expertise, or how to approach the challenges they are facing.

You can identify misconceptions in:

- Conversations you've had with prospective clients where you've had to clarify something they misunderstood
- Conversations you've had with clients where you've had to shift a perception they have

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- Information you've seen posted online that you think is misguided or unhelpful
- Traditional or organizational approaches to what you do that you disagree with

Anytime you've found yourself correcting someone, or ranting about something, you're likely dealing with a misconception.

Make a bullet list of misconceptions related to your work jumping off of these ideas:

- Ways people try to solve their challenges that don't work
- Beliefs people have about what you do or your area of expertise that are inaccurate
- Approaches other people teach that you think are problematic

If you are having trouble thinking of misconceptions, list the top 3-5 ideas in your work that you want people to embrace but you are afraid they won't agree with.

Then ask: What is the mistaken belief or rule that keeps someone from seeing or understanding what I want them to see?

Step Two: State the Misconception in a Reasonable Way

Once you've identified the misconception, you'll want to state this in a way that your audience will nod and say "yes" starting with the language: "You may think..."

Make it plausible and reasonable, not ridiculous.

So you wouldn't say: *You may think the only way to build wealth is to spend only on essentials and never spend money on things that could be considered luxuries.*

But you might say: *You may think that building wealth requires saying no on a regular basis to things you enjoy so that you can save more of your money.*

Do you see the difference?

Step Three: Consider Your Response before you word craft it

Before you word craft your response, brain dump how you would respond – what could you say or bring their attention to that might help shift the belief?

For each misconception, take a moment and imagine how you would respond to someone who held that belief. What would you want to share or show them to help them see it differently?

For each misconception, make a list of possible responses.

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Now put the pieces together. Use the formulas below to try out your misconception messages.

Misconception Formulas

Fill in the blanks in the following formulas drawing on the bullet lists you created.

You may think _____,
but what I've seen is _____.
(Optional) That's because _____.

You may be concerned about _____,
but actually you should be more concerned about _____.
And that's because _____.

If you want to get _____,
then you'll have more luck doing _____ rather than _____.
And that's because _____.

_____ may seem like a lot of money/time to spend on _____, but it isn't when you consider _____.

Where Can You Use Misconception Messages?

Misconception messages make for great sound bites – you can use them to generate social media content, when you are speaking to a prospective client or when you are being interviewed. Misconceptions messages can be key points for a talk or the jumping off point for an article.

For content, you would start by stating the misconception, and then you would expand and explain it. You would support your perspective or point of you with examples or stories. That might then lead into suggestions or recommendations for your audience.

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You could also create content by batching misconceptions. I did a popular teleclass years ago on the Ten Mistakes that Traditional Marketing Makes.

Why Now Sound Bites

Understanding how your work fits into a larger context adds dimension to your offer. By including this, you take it from the personal (you have a problem) to the cultural (we are operating within a challenging system).

To create this Sound Bite, ask yourself the question: What do you see is changing in the world that creates a greater need for what you offer?

Make a bullet list of everything you can think of that's currently changing in the world, the larger cultural trends, whether or not you see a connection to your work.

Now, go through the list of what's changing one at a time and yourself: how might this change create a greater need for what I do, or a greater urgency for people to experience what I offer?

This Sound Bite will look like:

Because we live in a world where _____, there is a greater need than ever for us to _____.

Because we live in a world where we engage more and more through virtual means, it's more important than ever that we know how to put our essence and presence and heart and soul into the words we share online.

For social media content, once you've shared your Why Now message, then you'd expand on that with examples, stories, or deeper explanations.

True Spirit Spin Offs

If you know the True Spirit of your Work, then you always have a center to your message. If you tie anything you speak or write about back to your True Spirit, it will add depth and weight to your words.

Here are a couple of prompts that jump off from your True Spirit.

What Is It/What I Want For You

- If there is a key term or expression in your True Spirit statement, take a moment to consider how you would explain that term to your audience. For example, my focus

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is increasingly focusing on something I call Trueing. So I could generate content talking about what Trueing is and why it's important.

- A variation on this theme is to create content where you paint a picture of what you want for your people, what you most deeply hope they will get to feel or experience in this lifetime. That's exactly what your True Spirit conveys! With this piece, you're inviting your audience to imagine something for themselves they might not have imagined or considered before.

What Happens in a World Where There is More of My TS

- If you did the Deep Dive storytelling exercise, then you may have played with this question. For this prompt, you would make a case not so much for the individual benefit of working with you, but for what happens in a world where more people have the feeling or experience you describe in your True Spirit. Similar to the prompt above, this is all about painting a compelling, sensory vision of a world you see is possible that you want to invite someone into. This could also be combined with the previous prompt, where you would start with the vision of what happens for an individual, and then move into how the world would change.

The Challenges to Experiencing the True Spirit Feeling or Experience

Sometimes we are so close to the work we do that we forget what it's like for someone who doesn't know what we do intimately.

- For this prompt, you would make a list of the biggest challenges people bump into that keep them from having the feeling and experience you want for them. You could do a piece of content that lists several challenges (so something like "The Three Reasons You May Be Struggling to do x"), and write a little bit about each challenge. Or, you could do a separate piece of content for each challenge if you'd like to speak or write more in depth about each one.

What Needs to Change to Have the True Spirit Feeling or Experience

If the previous prompt was about identifying challenges or obstacles that keep people from having the feeling or experience you want for them, this is about identifying the pathways or solutions to having more of this feeling. You could take two approaches to this prompt:

- You could create content sharing something your audience can do right now, without needing to hire you, to have more of the feeling and experience you talk about in your True Spirit. This demonstrates your understanding and expertise. It's a

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way to deliver value to your larger audience (beyond paid clients) and a way to be doing what you say you are here to do.

- You could create content sharing the key changes someone would need to make to experience more of the feeling you describe in your True Spirit that goes beyond something they can do right away and starts to speak to whatever transformational path you've created for them in your work. This is a kind of educational piece that illuminates that there is in fact a path to the promise you make in your True Spirit.

Your Mind Map

- If you did the Mind Map exercise last week, you should have a map of all kinds of topics and ideas that relate to your True Spirit. You could create a piece of content about any of the “bubbles” in your mind map, explaining that piece and tying it back to your True Spirit.

Insights from Your Journey

- So the feeling or experience we want for others is usually also the experience we most want for ourselves as well. For this prompt, see if you can identify a turning point in your own journey to experience more of your True Spirit for yourself. What did you discover or learn that changed our trajectory? What I love about this prompt is that it can come from a spirit of generosity and a desire to shorten the path of growth and development for your audience.

Storytelling

Human are wired for story. We remember a small percent of information we are presented with, and a large percentage of stories we are told. A story is a container for layers and layers of information.

Learn to be a good storyteller. Have fun sharing your stories.

The good news is that you don't have to stay within the rags-to-riches types stories that sometimes get taught in more traditional marketing classes.

Sharing stories can feel vulnerable. If you've put a lot on being “professional” in the world, it may feel like you are sharing more of your personal self than you are used to. And yet, that is often what can make you real and compelling to your audience in a way that doesn't happen when you keep up a more formal image.

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Your Stories

- **Your Turning Points.** This is similar to the previous prompt. But here instead of focusing on the new awareness or insight, you could tell more of a fleshed-out narrative about how that turning point happened for you. This story form would usually include a description of things not working, the turning point, and then things coming together for you in a new way.
- **When You Got Off Track.** This one can feel funny because it's showing your failures or missteps. But it also can make you very human. It can normalize for your audience that it's ok not to know this already or get this right. Share a bit about times you made a big mistake, or got off track in the pursuit of creating what you describe in your True Spirit statement. We learn a tremendous amount from the times we abandoned ourselves or our principles and paid a price.

Client Stories

Make sure you share client stories appropriately. That usually means:

- **Get permission and approval** if you are sharing a high level of personal detail. I usually will draft a story, then send it to the client and ask for permission and approval of what I have written. I've done this less for video, but I would either notify the client that I was planning to do a video telling their story and make sure they were good with that. Or you could record the video and share it with them first.
- I generally try to avoid telling stories publicly about clients that they would recognize easily as being them without giving them a heads up.
- That said, if you are sharing a broad concept that came up in a client session, rather than their personal experience or details, it might not be necessary to get the client's approval in advance.

I recommend with Client Stories that you start by drafting the story, or telling it as vividly as you can. It's good practice to get as many of the details as you can and make it as full-fleshed a story as you can. You can always pull back on the details if needed or if the client requests it before publishing.

Here are some of the variations on Client Stories or Client-inspired Stories:

- Tell a story about an exciting success or breakthrough you had with a client. This could be a big "ultimate" outcome that was the result of a long period of time, but you might also consider small breakthroughs that happened as a result of your

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work, the client making one important change that is a small piece of a bigger puzzle. I think sometimes the small breakthroughs can feel more relatable to your audience and more easily inspire them to think “hey, I might be able to do that!”

- Tell a story about a challenge or obstacle that a client was facing, and how your work helped them move through that challenge or obstacle.
- Tell a story about a client having a new insight or perspective as a result of your work together.

Other Human Stories

- I promise that if you are moving through life, on social media, reading books, and consuming other people’s content, that you are hearing stories all over the place. Notice when you hear a story that speaks to the theme of your work. Passing on that story, and sharing why you think that story matters can be a great piece of content.

Other Prompts

Random Things That Interest or Inspire You

Sometimes we dismiss the power of sharing what we love. What moves us, what inspires us. But it’s actually a beautiful way to let someone see you and feel you and sense your energy.

There are two levels to this prompt:

- Just talk about something you love and why you love it. Period.
- Talk about something you love and then tie back how that thing you love relates to the True Spirit of your Work.
- Things you love could include:
 - Books you’ve read and authors you love
 - Music and musicians you love
 - Art and artists you love
 - Teachers or leaders you admire
 - Personal health and wellness things you practice

This is a fun and easy way to create content.

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Is What I Have Created Worth Sharing?

When you've created some content, you may have a moment of wondering "is this worth sharing?"

Most people have too high a bar for what is worth sharing. Sharing ourselves is a gift to the world. I suggest you use the following list of questions to decide if what you've created is worthy of being shared:

- Is it True?
- Is it Heartfelt?
- Is it Honest?
- Might it help one person?

That's it!

Happy content creation!