

# Your Money Making Message in a Weekend

with Rachel Resnick, Writers on Fire

Workshop Templates



[www.writersonfire.com](http://www.writersonfire.com)

**CLEAR** Up Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

YOUR MONEY MESSAGE MATRIX TEMPLATES

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## YOUR MONEY MESSAGE MATRIX TEMPLATES

Welcome!

In the following templates, I'll show you a simple way to generate content across multiple platforms so you can increase your income and impact.

We currently live in a Connection Economy. Exciting times!

If you can master the art of personal storytelling anchored in your core message, then knit that together with sales -- you're golden. You will connect immediately with your Ideal Clients and prospects. Your business can grow by leaps and bounds.

These days, expertise is not enough. People expect and demand **emotional engagement** and **entertainment**. They also want to have **experiences**.

Personal story can provide all three powerful E's.

Remember:

**In business, story is context for a message.**

Without your core message clear, the stories won't help build your business. Message bridges stories to your business.

That's the magical pairing.

It all starts with this:

**If you want to move others, you have to move yourself first.**

Your first task is to go have an experience or encounter that moves *you*. Each week.

That's our starting point.

Your second task is to uncover memories of experiences or encounters that moved you. That way, you will build a stash of stories from which to draw content.

In the templates, I will use one personal example of a recent experience that moved me.

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

I'll show you how I anchored that story in my core message. Then adapted that story across platforms, so you can too.

You'll see how I went from experience to inspiration, then execution to matrix-building.

You'll note how I made sure to document the experience when it was fresh. Then how I repurposed content along the way.

You'll understand how generating content in Your Matrix serves dual purposes. It helps you evolve the story you're sharing – and connect intimately and immediately with your unique tribe.

After each example, you'll get a simple worksheet to write up your own money message matrix.

Use my example as a springboard.

Print out your Money Message Matrix map to use as inspiration and guide.

Remember these are just a few platform options. You can add, subtract. Mix and match. Whatever suits your personality and your business model.


Similarly, the 8 Steps To Matrix-Building I share here are mine. You may prefer other social media platforms. You may have different strengths, or goals. That's great! Rejigger so it works for you. Use the 8 Steps as a guide and catalyst for creating your *own* set of steps.

Do decide on your own steps though, so you can experiment. Create consistency. Communicate through vivid, engaging content with the people who are waiting for your help.

It's why we're here on this planet.

Let's unleash our purpose + profits through the power of personal story. Let's uncover and celebrate your core message. The essence of you.

Have fun!

*Yrs in truth,*  
*Rachel Resnick* 

# Your Money Making Message in a Weekend



**CLEAR Up Your Message!**  
**UNCORK That Cash Flow!**  
**CATAPULT Your Business!**

## 8-Step Money Message Matrix

1. Move yourself – Have an experience or encounter that moves you.
2. Document – Take a photo (1 or more). Record your thoughts on audio or in writing. Always carry a journal with you for this purpose.

### MAKE IT POP

3. Instagram – Post the best photo from the experience right away on Instagram. Try out relevant hashtags to attract your Ideal Clients. Connect your experience to your message. No need for a Call to Action here. This is a more casual social media venue. Start simple.

### RULE THE WEB

4. Twitter – Post the Instagram on Twitter. Notice how the content is limited to 160 characters. Practice brevity. Look for other angles on your story that mirror your message. Try out those Tweets too.
5. Facebook – Post the story a bit longer as a Facebook status update. Post on your profile page and/or your business page – depending on where you get the most traffic. I post in both places. I have different followers in each one, so I can test what lands where by posting in both.

Remember: Comments are conversations. When you see comments, respond so you can create a conversation. You never know – you might find an Ideal Client there!

### ROCK THE PAGE

6. Blog – Now you're ready to write the story up as a blog. Keep it to a paragraph. You can write one paragraph then stretch it out to create breathing space. Now's the time.

Include a Call To Action so people who resonate can get in touch with you. The most basic CTA is a phonecall.

7. Newsletter – Post just the opening in your newsletter. Link to the blog so you direct traffic to your site. Use the fictional technique of suspense. Create that, and appetite, by posting the opening and stopping it at an enticing "What happens next?" spot.

### TAKE THE STAGE

8. Practice sharing the story first with your friends. Vocally. Then try it out in an online venue. Drop it into a webinar. Or an interview on a summit. Try it on the stage. At a networking event. A meet-up. Or an event if you are paying for a sponsorship or panel appearance. Slow down when you tell the story. Take your time. Be vulnerable. This is a fantastic opportunity to connect quickly with people. Always remember to anchor the story in your core message and a CTA.

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## INSTAGRAM

[rachelresnick](#)

2 months ago · Against the Stream Meditation Center

This is Mary. We swapped stories at the 1st [#ayeartolive](#) gathering. 10 min each. Listened silently. I told. She cried. She told. I wept. And that, my [#Instagram](#) friends, is the power of [#story](#). Of [#vulnerability](#). Of naked [#truth](#). Try it. [#Buddhism](#) [@againstthestream](#) [#meaning](#) [#urgency](#) [#comfortofstrangers](#) [#deeplisting](#)

[lisateas](#), [reginannwalker](#), [marksarvas](#) and 5 others like this.

[rachelresnick](#) I am writing about this now in a fresh blog. Not sure I can do it nor her justice. I will do my damndest. Because it matters. Our [#stories](#) matter. Our encounters matter. If we make them.

[rachelresnick](#) By [#ayeartolive](#) I mean a yearlong [#Buddhist](#) [#meditation](#) practice springing from Stephen Levine's [#book](#) A Year To Live: How To Live This Year As If It Were Your Last. Stephen's son is Noah who created [#AgainstTheStream](#) Buddhist society in L.A. and NYC. Scientists say thinking about [#death](#) daily is one of the most powerful ways to feel happier. I want to live as fully and freely as I can while I'm here. So I'm facing my [#fear](#) of death and perhaps also...any fear I have of [#life](#).



# Your Money Making Message in a Weekend



**CLEAR Up Your Message!**  
**UNCORK That Cash Flow!**  
**CATAPULT Your Business!**

## INSTAGRAM

Choose the best photo. Tell the experience or encounter in a few short, vivid sentences. Remember to locate us in space and time. You can choose the Location to help with this. Cut to the chase when you tell. Use relevant hashtags. Make sure to create a hashtag for your business. Your Ideal Clients. The subject. Post!

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## TWITTER



Rachel Resnick [@RachelResnick](#) · Jan 28

This is Mary. We swapped stories at the 1st [#ayeartolive](#) gathering. 10 min each. Listened silently. I...  
<http://instagram.com/p/yal8cjFwEa/>



Rachel Resnick [@RachelResnick](#) · Jan 30

[#WhatIf](#) u had [#ayeartolive](#)? Doing yearlong [#Buddhist](#) [#practice](#). Living this year as if it were my last.  
What would u change? [@WritersOnFire](#)

Rachel Resnick [@RachelResnick](#) · Jan 30

[#thecomfortofstrangers](#) Don't talk to strangers. What If speaking to strangers could save us. & them.  
How do you show up daily? [#connection](#)

# Your Money Making Message in a Weekend



**CLEAR Up Your Message!**  
**UNCORK That Cash Flow!**  
**CATAPULT Your Business!**

TWITTER

Simply choose to post your Instagram on Twitter at the same time. Kill two birds with one stone! You can also try out some other short Tweets (160 characters) about your chosen experience for the week. Use hashtags to help focus your marketing and reach.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

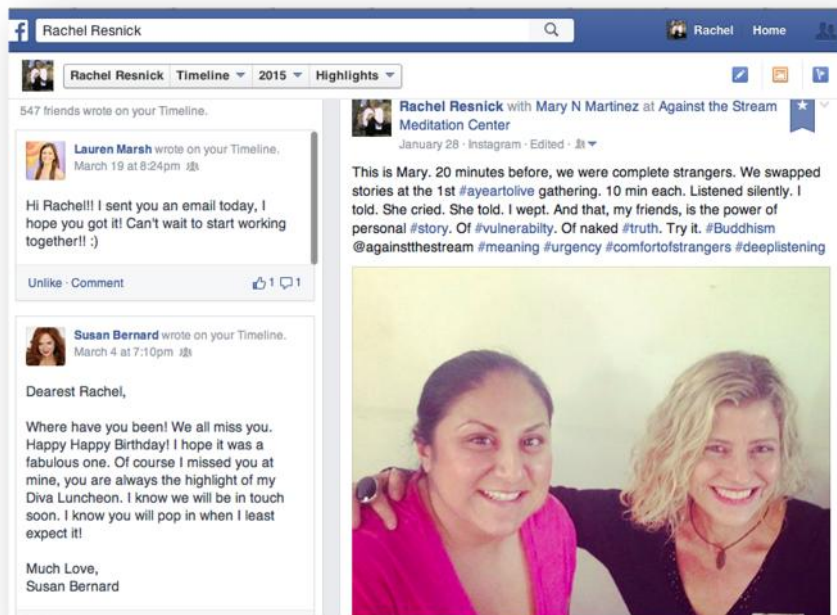


# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## FACEBOOK STATUS UPDATE



### Rachel Resnick with Mary N Martinez at Against the Stream Meditation Center

January 28 · Instagram · Edited ·

This is Mary. 20 minutes before, we were complete strangers. We swapped stories at the 1st [#ayeartolive](#) gathering. 10 min each. Listened silently. I told. She cried. She told. I wept. And that, my friends, is the power of personal [#story](#). Of [#vulnerability](#). Of naked [#truth](#). Try it. [#Buddhism](#) [@againstthestream](#) [#meaning](#) [#urgency](#) [#comfortofstrangers](#) [#deeplisting](#)

Toby Barlow, Daryl Vance Jones, Delores Downs and 51 others like this.

**Linda Hopkins** You are so gifted at bringing out people's deep stories, [Rachel](#). Thanks for being you and

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

for doing the work you are meant to do in the world. You made a difference in my life! January 28 at 3:26pm · Unlike · 1

**Rachel Resnick** I'm writing about this now in a fresh [#blog](#). Not sure I can do it nor her justice. Her story broke my heart. I will do my damndest to tell it. Because it matters. Our [#stories](#) matter. Our encounters matter. If we make them. January 28 at 3:27pm · Like · 3

**Rachel Resnick** By [A Year to Live 2015-2016](#) I mean a yearlong [#Buddhist](#) [#meditation](#) practice springing from Stephen Levine's [#book A Year To Live: How To Live This Year As If It Were Your Last](#). Stephen is Noah Levine's father. Noah started ...[See More](#) January 28 at 3:32pm · Edited · Like · 1

**Rachel Resnick** [Linda Hopkins](#)! I am smiling so brightly, seeing your post. Your warm words. Thinking of you. You made a difference in mine! I'm so honored you trusted me and shared your extraordinary story. We have that chance -- to affect each other deeply. To embed and entwine our energies -- in ways I think we are only beginning to comprehend. I know our stories cut to the heart quicker than anything. January 28 at 3:33pm · Like · 1

**Christina Rasmussen** Do you see now? Its who you are, you can't help but shine the way you do. January 28 at 3:38pm · Unlike · 1

**Rachel Resnick** You truly are most kind and full of grace, [Christina Rasmussen](#). It's pretty wild -- or not -- that we did meet back then, and clearly had a deep unspoken bond through grief -- knowing it, living with it, overcoming it, growing from it -- sharing and holding space for others. I'd love to see you now you've moved to Cali. Meant to be! January 28 at 3:40pm · Like · 1

**Christina Rasmussen** Meant to be. Meant to be. January 28 at 3:43pm · Unlike · 1

**Lisa Hines Mtp** My Mom was part of a "year to live" women's group, buddhist style. She said it's super powerful work. I'd be interested in reading that book. Nice to hear about it from you, [Rachel](#). Beautiful photo. January 28 at 6:01pm · Unlike · 1

**Mary N Martinez** This is life-changing! January 28 at 9:38pm · Unlike · 1

**Robin Ziemer** I'd love to learn more about it! January 29 at 2:07pm · Unlike · 1

**Justine Musk** I just got that book. There's a gathering for it? What a great idea. January 29 at 7:21pm · Unlike · 2

**Rachel Resnick** <http://www.againstthestream.org/a-year-to-live/> You got it, [Robin Ziemer](#)! Check this out [Justine Musk](#). A Year to Live - Against The Stream Buddhist Meditation Society with Mary

## Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

Stancavage One Sunday a Month from 1-4 pm starting January 18, 2015 Santa Monica Are you ready to die? What if you only had one year to live the rest of your life? What would you do? What would you not do? This year-long group, based on the book by Stephen Levine, ... [AGAINSTTHESTREAM.ORG](http://AGAINSTTHESTREAM.ORG)

January 29 at 7:29pm · [Like](#) · [3](#) · [Remove Preview](#)

**Justine Musk** Wait. Against the stream. I've got that book too. January 29 at 7:43pm · [Unlike](#) · [2](#)

# Your Money Making Message in a Weekend



**CLEAR Up Your Message!**  
**UNCORK That Cash Flow!**  
**CATAPULT Your Business!**

## FACEBOOK

Post a slightly longer version of your experience as a Facebook status update. This is your chance to flesh it out. Keep it to one paragraph. Here you can anchor it in your core message. Use hashtags. You can post on your personal profile and/or business page, depending on traffic and what works for your business. Remember: comments are conversations!

[illegible]

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## BLOG

<http://writersonfire.com/featured/how-hungry-are-you-connect-with-a-stranger-in-20-minutes-using-the-power-of-personal-story/>

### How Hungry Are You? Connect With A Stranger In 20-Minutes Using The Power Of Personal Story

by Rachel on January 30, 2015 in **Entrepreneurship, Featured, Personal, Writing for Business**

**Mary and me. First gathering, A Year To Live 2015-2016. January 2015. Against The Stream Meditation Center. Santa Monica, CA**

“I was twelve when I started panhandling.”

Mary sits across from me, bright-eyed and cheerful in a hot pink stretchy shirt. She tells me she, too, went hungry as a kid. She too had a mother who was suicidal. Who checked out from her motherly duties. Who forgot to feed her kids.

So Mary panhandled.

As she speaks — without a trace of self pity — a hot tear slides down my face.

I don't lose eye contact. Don't wipe the tear away. Don't say a word.

“So years later I'm living in the Bay area, and I'm tired of being depressed, you know? I'm sick of being sad my whole life. I take up skateboarding. I love it. Never felt happier. One day, I wipe out and break both my wrists. It wasn't such a big wipeout. That's weird. A few days later, I'm back at work and I high-five a co-worker — and break my hand again.”

Mary pauses. Sucks in her breath.

“The doctor tells me I have early onset Osteoporosis. From malnutrition as a kid.”

My heart breaks with her hand.

# Your Money Making Message in a Weekend



**CLEAR Up Your Message!**  
**UNCORK That Cash Flow!**  
**CATAPULT Your Business!**

"I'm not even 30."

My cheeks are wet. I still say nothing.

I can't.

Mary and I are strangers. I don't know her. She doesn't know me.

We met a few minutes ago, here at Against The Stream Meditation Center in Santa Monica, California.

Both of us are part of a group of 30 odd people who've committed to \*A Year To Live. It is a yearlong Buddhist meditation practice based on the book by Stephen Levine — A Year To Live: How To Live This Year As If It Were Your Last. His son, Noah, founded Against The Stream.

Our facilitator, the seasoned and calm Mary Stancavage, gives us an exercise in Deep Listening.

Sit in front of a stranger and tell your life story. In 10 minutes. If you're listening, don't say a word. Don't nod. Don't smile. Simply take it all in. Be present.

*Be present.*

One of the hardest things for us to do, in our world of constant distraction. Be present. So many of us are numbed out to feelings. Overmedicated. Checked out. Scattered.

Disconnected.

I don't choose anybody. I trust the right person will come to me. The one who needs to hear my story to unlock theirs.

So I told Mary my story first.

It's my job to be vulnerable. That's what a leader is today. I told the stark truth of my personal story. The early hunger. The yearning. I also told the triumph on the other side. As I told, tears slid down Mary's face.

Now Mary is finishing her story. It's no accident we found each other.

The clock ticks. A few seconds remain.

"So for me," says Mary, "death is real."

Her ten minutes are up. I stand, hug Mary tightly. We slide back to our spots around the circle. But I am not the same person.



# Your Money Making Message in a Weekend



**CLEAR Up Your Message!**  
**UNCORK That Cash Flow!**  
**CATAPULT Your Business!**

Neither is Mary.

Each encounter has the potential to change who we are. On a cellular level.

When we tell our stories true. Unvarnished. Warts and all. We open up the possibility for others to share the story that needs to come out.

We give permission.

In this simple way, we can not only connect with strangers, we can give comfort.

The comfort of strangers.

I believe that the better we get at story telling, the more we do it with strangers — the stronger we build a matrix. A community. The more hope we have.

Story is foundational. Message is foundational. When we make these clear, and claim them, we come home to ourselves.

Look at the photo again. Our faces are rinsed clear with the tears. From being heard.

From being seen.

Sometimes, for the first time.

This goes for how we connect with leads, customers and Ideal Clients, too. People know when you're faking. If you don't truly care, people sense it. So crack your own heart open. Then invite someone else to do the same. In that way, we can connect. And both be bigger and make more impact than when we are alone.

How hungry are you? I see clients falter when they don't have an urgent need to earn. Or if they simply lack the hunger. Have you ever been truly hungry? Take some time and re-live that hunger. Feel it. Let it fuel you.

P.S. Try the Year To Live 10-minute storytelling exercise with a stranger. Maybe at a cafe. Maybe a museum. A yoga class. Somewhere quiet. More contemplative. Safe. Let us know what happens.

IF that's not possible — try this. Simply be more present for a stranger who appears in your daily life. Ask them their name. Music to everyone's ears. Ask them something about how they are. Listen deeply. Give them a hug. Adjust their tie. Or adjust their scarf. Simple touch is pure magic.

P.P. S. Mary and I are yearlong partners for A Year To Live 2015-2016. If that's not fate. She told me she always wanted to write. A week after the first gathering, she says she wrote up her experience. She says she's not going to stop.

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

Don't you stop either. We need you.

\*Did you know that according to scientific studies, contemplating death daily is one of the most powerful and rapid ways to increase your happiness? That's why I plunged into A Year To Live. I want to live life to the fullest. I want to make the biggest impact I can while I'm here on this earth. I want to reach my potential, leave a legacy — make a dent in the universe. Smiling all the way. How about you?

**Share with Your Friends!**

Sample Blog Post

The screenshot shows the homepage of the 'writers on fire' website. The header features the logo 'writers on fire' with the tagline 'IGNITE. INSPIRE. ILLUMINATE.' and social media icons for Twitter, Facebook, LinkedIn, Pinterest, and Google+. A red banner at the top right promotes a free ebook 'The Power-Punch of Your Personal Story' and includes a sign-up form for a weekly e-zine. The main content area displays a blog post titled 'How Hungry Are You? Connect With A Stranger In 20-Minutes Using The Power Of Personal Story' by Rachel Resnick, dated January 30, 2015. The post includes a photo of two women smiling. To the right of the post are sections for 'Recent Tweets' and 'Recent Facebook Posts'.

**writers on fire**  
IGNITE. INSPIRE. ILLUMINATE.

Subscribe / Connect

Grab your free The Power-Punch of Your Personal Story: 5 Tips for More Emotional Engagement, More Entertainment – More Money!

You'll also get our weekly e-zine Raw + Real: Where Artists, Entrepreneurs and Money Meet

First Name  We respect your privacy Email

Grab YOUR Power!

HOME RACHEL RESNICK FIERY SCRIBES - WHAT'S HAPPENING - MEDIA GET IT DEAR RR BLAZE! LIVING PROOF

## How Hungry Are You? Connect With A Stranger In 20-Minutes Using The Power Of Personal Story

by Rachel on January 30, 2015 in Entrepreneurship, Featured, Personal, Writing for Business

**Recent Tweets**

Follow @WritersOnFire on Twitter

**Recent Facebook Posts**

FIND YOUR WHY IN A WEEKEND! Uncover your million dollar message through your un...

I WAS TIRED OF HAVING POTENTIAL. I WANTED MY NOW. Now this is the power of #pers...

DO YOU FEEL WORTHY? IF YOU WANT TO CLAIM YOUR WORTH IN YOUR BUSINESS, YOU MUST...

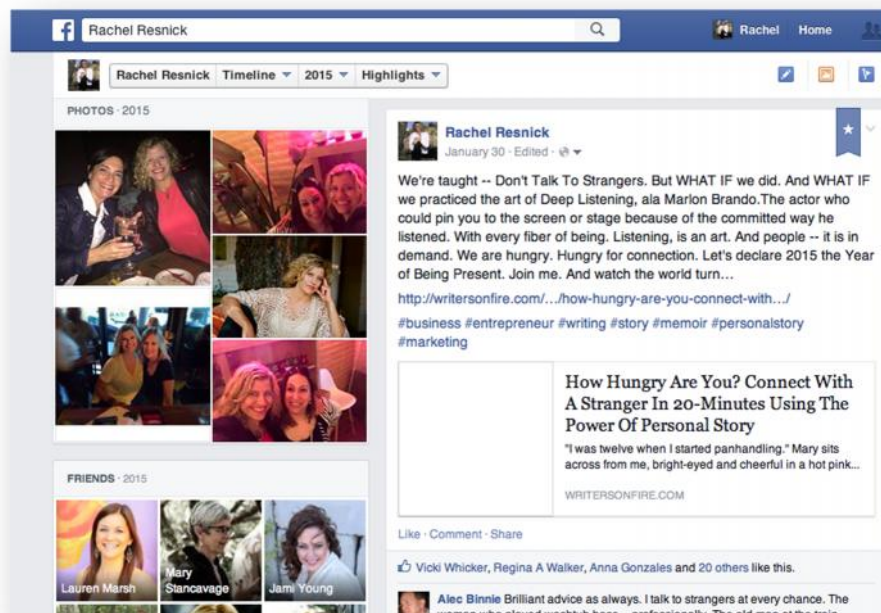
30 people like this. Be the first of your friends.

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## Repurposing a Blog Post – Reposting on Facebook with a Different Angle



# Your Money Making Message in a Weekend



**CLEAR Up Your Message!**  
**UNCORK That Cash Flow!**  
**CATAPULT Your Business!**

## BLOG

Here's where you get to write the longest version. Remember to keep it to a paragraph. You can stretch it – depending on your audience. (I'm a professional writer, a published author, so sometimes I can write longer because people expect it and it dovetails with my brand.) Just be mindful of your time and your intention. Remember people have attention spans shorter than a goldfish! Less than 3-5 seconds. This goes for all the platforms. Use the proven 3-step structure: Story/Message/Call To Action. Remember that story can also simply be an image, a moment, or a scene. As long as it moves you!

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## SAMPLE NEWSLETTER In this Issue...

- **Note from Rachel**
- **The Raw Feature:** How Hungry Are You?  
Connect With A Stranger in 20 Minutes Using  
the Power of Personal Story
- **Real Results:**  
Donna Schmid
- **Where is Rachel?**

You received this ezine  
because you signed up for our  
ezine, or were a participant  
in one of our teleclasses,  
private coaching or group  
coaching classes.

To change your subscription,  
see the section below this ezine.

## Personal Note



Fellow Hell Raiser Ivy Slater-Rachlin and me at dinner -- against all odds.

January 2015

Gjelina

Venice, CA



# Your Money Making Message in a Weekend



**CLEAR Up Your Message!**  
**UNCORK That Cash Flow!**  
**CATAPULT Your Business!**

Hi Rachel,

Happy New Year and happy end of the first month of 2015!

There's a whole lot of shaking going on over here at Writers On Fire. Lots going on around the power of story and the power of strangers.

A few days ago, fellow Hell Raiser (my entrepreneurial mastermind and my version of a modern MBA) Ivy Slater-Rachlin came to town from New York City. We planned to meet for dinner in Venice. Then -- a eucalyptus tree fell straight across my driveway. I couldn't get out.

So what did I do? After a bit of panic -- I simply started walking. I live in a remote canyon, so we don't have taxis (and I hadn't tried Uber yet.) I walked, and texted friends until I found a generous soul who gave me a lift.

Over the past year and a half since I joined Hell Raisers, I've learned a new level of commitment and tenacity. Of showing up, no matter what. I'm still learning, and loving it. Who knew the entrepreneurial journey would be the most challenging and rapid path to personal growth?

Crazy to think a year and a half ago, Ivy and I were strangers. Now we're bonded through the shared journey of building our businesses -- and ourselves. We couldn't have done it alone. Or without taking massive action.

Thanks to this mastermind and my 1:1 coach, the brilliant strategist Brian Stark, I blasted into 2015 with a brand-spanking new course. Your Money Making Message In A Weekend. The response has been stunning.

Who needs crack when you can unleash your creativity in a focused way?! When you can cook up a fresh offering -- inspired by you guys -- then deliver it? All in the first month of the year. I can't wait to share it with more of you. I'm still flying high -- and so are the participants.

That's why I'm featuring one of our members, the gifted intuitive coach + speaker Donna Schmid. Scroll down to read her Real Results and you'll get a glimpse of one woman's inspiring experience. She's so generous she makes me blush!

This was the missing piece from the story equation.

Your core message.

In business, story is context for a message. So without that clear and compelling core message -- your powerful stories lose impact.



# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

When you couple story with message *the right way*, you can connect with strangers and inspire them to action. Strangers become the Ideals Clients you're meant to serve.

This winter, we've got a slew of Book and Signature Story BlastOffs lined up. Lots more to share on those as they happen.

I also began a yearlong Buddhist meditation practice I've been eager to do for years. Lest you think me morbid! Studies show that daily meditation on death is one of the top ways to increase happiness. You get clear on what matters. You get super appreciative. You make new choices. Stay tuned for how the adventure unfolds.

We had our first gathering at Against The Stream meditation center on January 18th. I met Mary there.

She was a complete stranger.

After 20 minutes, we connected on the deepest level. That's the power of personal story.

Mary inspired today's Raw Feature. Scroll down to hear the story. You'll also get some cool real-life exercises to help connect you with strangers.

I'd love to know your thoughts. Let's make this year matter -- together!

*Yrs in truth,  
Rachel Resnick*

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## The Raw Feature

### How Hungry Are You? Connect With A Stranger in 20 Minutes Using the Power of Personal Story



Mary and me.

First gathering. A Year To Live 2015-2016  
Against The Stream Meditation Center  
January 2015  
Santa Monica, CA

"I was twelve when I started panhandling."

Mary sits across from me, bright-eyed and cheerful in a hot pink stretchy shirt. She tells me she, too, went hungry as a kid. She too had a mother who was suicidal. Who checked out from her motherly duties. Who forgot to feed her kids.

So Mary panhandled.

As she speaks — without a trace of self pity — a hot tear slides down my face.

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

I don't lose eye contact. Don't wipe the tear away. Don't say a word.

"So years later I'm living in the Bay area, and I'm tired of being depressed, you know? I'm sick of being sad my whole life. I take up skateboarding. I love it. Never felt happier. One day, I wipe out and break both my wrists. It wasn't such a big wipeout. That's weird. A few days later...

[If you want to know the rest of Mary's story, if you want some cool real-life exercises to inspire you to experience the comfort of strangers, if you want to know why you might be stuck in your business and the phone feels like a thousand pounds, click here!](#)



## Real Results



Donna Schmid

Professional Speaker, Trainer and Intuitive Coach

*I create the space. You create the desire. Together we can connect with the Wise Woman within YOU!*

[www.donnaschmid.com](http://www.donnaschmid.com)

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

***"HOLY ANGELS ON FIRE! Right after the workshop, I got an email from the editor of a national publication asking ME to write an article! So this is what happens when you get clear on your 'why,' embrace your core statement and send that energy out into the world!"***

"Rachel Resnick's Money Making Message In A Weekend was a journey of self-exploration that uncovered the treasure I have been searching for *for five years....*A+ Amazing!

What happens when you 'trust' the essence of your being into the hands of an Angel. One whose intention is based in pure love? You get Rachel Resnick for a Master Teacher!

I am not one to boast or brag. Yet, I am sharing with all of you so that you, too, can tap into the Matrix that Rachel created for all of us. Yes the workshop is over. The energy still remains and it is growing!

I felt like pulling my hair out often, but I stayed in because I knew deeply that I would find that gold nugget.

I got an email yesterday from the Editor of Massage Magazine, a national publication asking ME ('scream' ME) if I would like to do an article on Communication for their May issue! HOLY ANGELS ON FIRE! So this is what happens when you get clear on your 'why,' embrace your core statement and send that energy out to the world!

YES YES YES keep going, keep digging because your treasure is waiting for you to uncover, dust off and SHARE!"

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## Where is Rachel?

**January 18, 2015 - January 18, 2016:** A Year To Live yearlong Buddhist meditation practice. (See Raw Feature for more info.)

**February 6:** Book BlastOff, Virtual Intensive.

**February 9:** Book BlastOff, In-Person Intensive. Santa Monica, CA.

**February 13:** Book BlastOff, In-Person Intensive. Santa Monica, CA.

**February 18-20:** Hell Raisers, In-Person Mastermind led by Suzanne Evans et al. Cary, NC.

**March 9 - 16:** Women's Leadership Summit: Courage, Power + Success. Interview by summit creator + host, Tara Pogoda of Fifth Element Ranch. Date TBD. Join here for this free summit:

[Women's Leadership Summit: Courage, Power + Success](#)

If you're interested in being a **Writers on Fire affiliate** or you want to join the **Raw + Real street team**, please contact: [support@writersonfire.com](mailto:support@writersonfire.com)

# Your Money Making Message in a Weekend



**CLEAR** Up Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## NEWSLETTER

The example newsletter has three parts. I try to harmonize all three so they create a larger narrative. This more complex structure reflects my profession and my brand. Your newsletter can be complex – or it can be simple.

Maybe it's only a blog. Even if it is, send only the opening of the blog in your newsletter. Cut it off at a suspenseful place. (See example.) So your readers want to know this simple thing: *What happens next*. Then create a link to your blog so you drive traffic to your site. Encourage comments. Where would you cut your blog? What would you say on the link to entice people to click and visit your site? Is there an exercise you can generate from your blog to further engage people and offer value. (Again, see example.) Try it out below!

Pick a blog. Choose a suspenseful cut-off. Compose an enticing link. Bonus: Create an exercise for your readers!

---

---

---

---

---

---

---

---

---

---

---



# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

## TAKE THE STAGE

Speaking from stage (virtual or live). Practice sharing the story first with your friends. Vocally. Then try it out in an online venue. Drop it into a webinar. Or an interview on a summit. Try it on the stage. At a networking event. A meet-up. Or an event if you are paying for a sponsorship or panel appearance. Slow down when you tell the story. Take your time. Be vulnerable. This is a fantastic opportunity to connect quickly with people. Always remember to anchor the story in your core message and a CTA.

For this exercise, tell the story in 2 minutes. Use a simple voice memo. (I recommend DropVox. It's an inexpensive app that automatically uploads your voice recordings into DropBox, so you can gather your content easily no matter what device you're using.) Then transcribe that memo. Post below.

Notice how differently you tell the story versus how you write it. You still want to drop people right in to the story. You can also be more casual. Breath become important. You can heighten dramatic effect with pauses. This is a great part of evolving your story. You'll learn things when you speak the story that will inform how you write the story. And vice versa.

Keep testing and refining! The ultimate goal is always to make people laugh and cry. There's nothing more powerful, or memorable.

---

---

---

---

---

---

---

---

---

---

# Your Money Making Message in a Weekend



**CLEAR Up** Your Message!  
**UNCORK** That Cash Flow!  
**CATAPULT** Your Business!

CONGRATULATIONS!

YOU'VE CREATED ONE POWERFUL LAYER OF YOUR MONEY MESSAGE MATRIX

You've seen how you can take one experience that moved you and turn that into the heart of a whole layer of your Money Message Matrix.

It's time to celebrate!

It's *also* time to do it again.

The key to success in business hinges on consistency. You know how to create dynamic content now. Make sure you do it consistently.

**Set up a routine.**

When will you batch time to get inspiration? To create? What day will you post your blog? When will you mail your newsletter? What time of day?

**Track your results.**

How many comments are you getting? Likes? Shares? Retweets? How many responses to CTA's? How many new clients leading back to posts?

Happy matrix-building! Remember it all begins with this:

***If you want to move others, you have to move yourself first.***

Now go forth and matrix-build. Share your true essence. The core of you.

Let us know your results!

*Yrs in truth,*  
*Rachel Resnick*