



TRAINING 2 – WRITING PROMPT #1

Relevance!

What's happening in current news that stirs your emotions.

Write a paragraph about that event. Then anchor it in your message.

WRITING TIPS: Write 1st person. Present tense. Make it immediate and visceral!

This image shows a blank 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!

TRAINING 2 -- WRITING PROMPT #2

Core Values!

You listed 10.

You circled three.

Now choose ONE!

The one you're most passionate about.

Write FIVE TAGLINES that capture this value for your business.

[illegible]

Your Money Making Message in a Weekend



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

TRAINING 2 -- CASE STUDY -- STRONG CORE MESSAGE PLUS TAG LINES (recent revamping)

We're addicted to giving our dogs unconditional love.
It's usually the other way around, but...We're Dogaholics.

<http://www.dog-a-holics.com/>

Some Taglines:

I'm in a committed relationship...with my dog.
Give them your whole heart, because they give you theirs.

An example of an effective recent post. 23 comments. 45 likes. Two new high-end leads booked calls because of Call to Action. Longer than you guys need to write. Might give you some ideas. Notice how I wove in a new client story. highlighting the wasted years. Resistance. Then her decision. She mirrors the journey I'm on too. Our core message is in our journey. Simon Sinek had lost his inspiration. He regained it -- and it was about his ability to inspire others to do what inspires them. Let me know if this is helpful. See you in the morning!

STOP BEING SELFISH!

That's my New Year's resolution for you.

I just got off the phone with a brilliantly talented woman who worked with me five years ago.
The she quit.

You have gifts. They're not yours. They're the world's.

Since then, she keeps marking how many years go by she hasn't told her story. One. One and a half. Three. Almost five...

By getting in your own way, by living in excuses + rationalizations, you are denying us your gifts.

This past week, she kept seeing signs. Experiencing epiphanies. The new year hurtling toward her was a Mac truck -- slowing down time and bringing urgent clarity.

Do you understand your gifts are divine? (Meant in a spiritual, nondenominational way!)

Your Money Making Message in a Weekend



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

Then she saw someone share a powerful personal story on TV, and she got mad. She said to herself, I can do that. Even though she hasn't.

Yet.

We are here for only a short time -- no one knows how long.

Today, this woman said, Enough. Enough giving all my energy away to others. Until there's nothing left. Until another year bleeds by. I'm sick of not being seen.

Then she said Yes to herself. To her story. To her message. And committed to working with me. She knew I'd keep her accountable. She knew I believed in her. She knew I'd kick her arse.

The question is -- will you uncover + express your gifts while you are here? Will you touch + transform those who're waiting for your story? Your message?

"What will you do with your one wild and precious life?" (poet [Mary Oliver](#))

P.S. If you have read this far, then perhaps you should pay attention to that. Instead of overthinking, check your gut. Your heart. If you have ever felt called to work with me, and/or if you feel called now -- and you're serious -- then shoot me an email at rachel@writersonfire.com. I'm opening up my calendar for 5 20-min Catch Fire calls between today until 8pm PST and tomorrow from 9am PST until happy hour (5pm PST.) First come first served. I suggest you take advantage now -- because [Rachel Resnick presents Writers On Fire](#) will shake things up earthquake-style come January 1st. Trust me. Your time to act is now.

P.P.S. Know this too -- I am constantly obliterating my own ego. Through service. Through meditation. Through my own style of prayer. Through humility. Through action. Through creativity and completion. I was so selfish for so many precious years. So I know this dance intimately. That's means I can call you on it. Not for the faint of heart.

[#story](#) [#message](#) [#author](#) [#speaker](#) [#entrepreneur](#) [#business](#) [#creative](#) [#stopkvetchingstartdoing](#) [#takeaction](#) [#now](#) [#newyear](#) [#completion](#) [#kickass](#) [#marketing](#) [#money](#) [#clients](#) [#book](#)