

A woman with blonde hair, wearing a white lace top, is sitting on a chair and smiling. The background is a dark grey/black area with a red diagonal stripe. The text 'Your Money Making Message in a Weekend' is written in white serif font at the top left. On the right, the text 'CLEAR Up Your Message!', 'UNCORK That Cash Flow!', and 'CATAPULT Your Business!' is written in a red and black serif font. A small red logo is visible in the top right corner.



A woman with blonde hair, wearing a white lace top, is sitting on a chair and looking towards the camera. The background is split into red and black sections. On the left, the text "Your Money Making Message in a Weekend" is written in white. On the right, the text "CLEAR Up Your Message! UNCORK That Cash Flow! CATAPULT Your Business!" is written in red and white. A small red logo is visible in the top right corner.

## TRAINING 4 – WRITING PROMPT #1

## BASIC BLOG CHALLENGE FOR THE CREATIVE ENTREPRENEUR

Story (or image, or scene, or moment)

Message

## Call To Action

Keep each piece to a line or two to one short paragraph, max.

Post this on your Facebook page. Personal profile. And business.

Monitor your comments (remember comments are conversations!)

[illegible]

# Your Money Making Message in a Weekend



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

## TRAINING 4 -- WRITING PROMPT #2

## Core Message

Ask these questions:

Who are you saying this to you? Have them in mind – and heart!

## Why should they care? (What's in it for them?!)

Test! Share with three Ideal Clients. (Or on FB if that's your best lab. Ideally in a business forum.)

Share results with us.

This image shows a blank sheet of white paper with horizontal blue 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.