



## **Sharing Your 3-Step Expert Process**

*Explain bitesize information that positions you as an expert in your niche.*

*(Thought Leader Content)*

### **Step 1: What is your direct offer? We want you to be selling NOW!**

\*\*Note - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

### **Step 2: What is the MAIN problem your offer solves? (A—>B transformation)**

**Safriana: Sacred Moon Circle: A (LGBTQA+ or Ally who wants to live with the rhythm of their life. B = Get consistent with spiritual practice and natural rhythms**

**Annette: 100 day hormone solution A= want to be able to function at life and work (energy wise) B = lay the foundation for the hormone stuff going on in your body**

### **Step 3: Outline your 3-Step Expert Process that gets them from A—>B.**

1. Set an Intention: To make meaning of each moment, you will claim an intention for our time together.
2. Experience: You will drop into breath work and meditation, so that you can connect with your higher self.
3. Reflection: At the end of each circle, you will reflect on your experience, so you can live with more intentionality as you go about days.

1. Identity the number one health issue you'd like support with.
2. Take a lab test that helps you see what is actually going on so you don't keep guessing.
3. Take 1-3 small steps each week to address the issue you want support with.

**Step 4: CTA** (What do they do now, as a next step?)

**Resources:**

3 Step Process for Content Personality Club (in visual format):

In the **Content Personality® Club**, we help you transform your messaging from blending in to **STANDING OUT**.



*Joyful Business*  
**REVOLUTION**