



**How does your prior work/experience/career help to uniquely position what you do?**

Many times our "past lives" make fantastic messaging and stories to help paint the picture of why we do what we do/why we are great at what we do. It's time to share those stories!

*Thought Reversal 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: Brainstorm at least 4 topics from your past career/job/experience that uniquely position what you do.** These will be the 4 topics for your 4 emails this month.

- Topic 1: talent for helping people are distressed about their tech tools
- Topic 2: teaching and training in a way others understand
- Topic 3: no bad kids; always a reason for behavior

- ☑ Topic 4: environment (left abusive marriage) and animal behavior

### **Step 3: Outline the main points of your FIRST email**

- Subject line:
- Email opening hook (first line):
- Share a story from your past:
- Share how this relates to what you are doing now:
- Share the teaching point/s you want to make:
- Leave your email audience with a question to ponder:
- CTA (see step 4)

### **Step 4: CTA - what do you want people to do next? Reply, register, book a call?**

## **Example Email: Prior Experience Content**

From: hq@joyfulbusinessrevolution.com  
Reply to: hq@joyfulbusinessrevolution.com  
Subject: Results WILL Vary  
Preview: [EXPAND YOUR BIZ]  
Send Date: April 15, 2024: 8a ET  
Who gets it: everyone on list

Hello FNAME!

### **[PAST WORK STORY]**

I learned many moons ago as a public school teacher that there were things I could control—and things I couldn't.

Teaching my ass off and having fun in the classroom? Absolutely. If they did their homework? Nope. Not my responsibility.

I remember when I would be soooo upset and not sleep because my 8th grade Harlem students weren't doing their homework. I personalized this for many years, thinking it made me a “bad” teacher.

In year 5 as a teacher, I finally realized this: As long as I show up to do my job as a teacher to the best of my ability, I was doing my students justice.

### **[STORY NOW w/BIZ]**

Interestingly, when I started this business, the weight of being responsible for my clients' results came back around. Now my students were paying me—and I thought I HAD TO GET THEM RESULTS.

So, what are we responsible for as a coaches, consultants, and service providers?

Now in year 13 of business, I say this with so much conviction:  
*“When you choose to partner with me, I am NOT responsible for your results.”*

### **[Teaching Points/Thought Reversals]**

**There are so many things I AM responsible for when you choose to partner with me to grow your business.**

Here are a few:

- I am responsible for helping you see where the joy doesn't flow in your life and in your business.
- I am responsible for showing up and giving my all to you in our program and during 1:1 sessions.
- I am responsible for deepening my relationship with you so I can help you with a more personalized approach to business growth that matches your energy.
- I am responsible for helping you see the possibilities you didn't know even existed!
- I am responsible for listening deeply to what your heart doesn't say - and may not even have the words for when we gather.
- I am responsible for helping you understand you are NOT responsible for your clients' results either.

But your results? NOPE.

### **[Teaching Points/Thought Reversals]**

**Your results depend on so many things that are actually out of my control.**

- Your results depend on you clients owning all the pieces of yourself, and working through those pieces to make meaning and develop new processes along the journey.

- Your results depend on your sleep and your self-trust and your diet and your relationships at home and your quality of self-talk and how you view yourself in this season of life.
- Your results depend on your openness to change and the rate of implementation regarding the wisdom and support I share with you.

### **[Positioning - What you do and how you help.]**

Can I help you with business growth and joy and messaging and marketing and expanding with team?? Absolutely. ❤️

But am I responsible for your results?

No.

### **[Thought Provoking Question]**

Let's each take responsibility for what is ours, shall we?

xo

Shannon

### **[CTA]**

P.S. Hit reply and share with me 2 things you are RESPONSIBLE for your work with clients. Can't wait to hear from you!