



Mission and Brand Commitments

Let's share your mission and brand commitments with your future clients.
Remember they **really** buy your WHY.

Mission Driven 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 2A: Brainstorm 4 of your deeply held beliefs and inner knowings about what you know IS YOURS TO DO.

Here are some categories to get you started:

- What is yours to do concerning your clients?
- What is yours to do concerning your industry?
- What is yours to do concerning humanity?
- What is yours to do on a spiritual level?
- What is yours to do as a personal mission?

Step 2B: Write each Brand Commitment Statement. Follow it with “I/we are committed to” to give it additional insight and meaning.

- **Example:**

Our Commitments...

- To our clients...Growing Your Business...for GOOD!

We are committed to helping coaches and consultants grow a joyful and profitable business they love—where abundant time off is non-negotiable.

- To our industry...Changing the Industry...for GOOD!

We are committed to eliminating fear-based messaging, manipulative marketing, and high-pressure selling in the coaching industry...replacing these harmful tactics with #KindMessaging, Education-Based Marketing, and Soulful Selling.

Resource: [Joyful Business Revolution™ Brand Commitments](#)
(scroll down the page to view)

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook (first line- ONE commitment):
- Share ONE thought-provoking question that helps them think more deeply about why this commitment matters to them RIGHT NOW:
- Get them dreaming about the new results/what could be different based on the above question:
- Transition to the CTA and give necessary context

- CTA (see step 4)

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

Example Email: Brand Commitment Email

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: We are committed...

Preview: to YOUR JOY.

Send Date: September 4, 8a ET

Who gets it: everyone on list, unless they are a current client

Hello FNAME!

[HOOK]

At Joyful Business Revolution™ **we are committed to helping you use JOY FUEL to grow the business (and life) of your dreams** –no matter what stage your business is at right now.

[ONE question]

How would your life be different if you had consistent leads, sales and referrals happening each and every week?

[Get them dreaming]

Would you...

- *Be able to take more time off on a regular basis?
- *Be able to pay off your credit cards or mortgage?
- *Be able to hire the next team member?

*Be able to go on that vacation you are dreaming of—without your laptop?

*Be able to have a greater reach and impact?

[Transition to the CTA]

Amy and I are going to show you how to position your brand in a way that creates more of the results you want.

In the How to Become an In-Demand Brand Training, you will:

- Discover if the communication you are currently using is building trust and credibility in your brand—or diminishing it.
- Learn how the words in your messaging create an emotional reaction that either secures the sale—or loses it.
- Understand how to leverage your unique Content Personality® type, so your marketing is energetically aligned with how you best show up and serve. This is all about simplification.

[CTA]

Set aside 90 minutes to join us on September 18, so we can help you become an in-demand brand.

[We will see you there—register here for \\$47.](#)

xo
Shannon