



Beyond Your Bio

Help your audience know how you are unique and why they should hire you.

Thought Leader Content

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

Help your audience understand how your unique experiences position you as the ideal choice for their needs. Offer a chance to connect directly to learn more about your approach—like a discovery call, workshop, or consultation.

Step 2: Brainstorm 4 topics from your past career/job/experience that uniquely positions what you do. Here are some starter ideas.

1. How an unconventional path taught you to think outside the box.
2. Lessons learned from a previous industry that apply to your current expertise.
3. Overcoming a specific challenge in your past that directly relates to your client's needs.
4. How a defining moment from your past career shaped your mission and values.

Step 3: Outline the main points of your FIRST email

- Subject line:
- Email opening hook:
- Share a story from your past.
 - Corporate Lawyer:
 - stress I used to face and how it affected my health; way too many things to do in a day and never being able to do all of it. Manifested as health problem: not enough sleep and tired all the time.
 - perservance to dig deep and understand their emotional connection to food and make the changes
- Share how this relates to what you are doing now.
 - Stress piece showing up: tired and moody, not a fun person to be around
 - Weekends went away b/c I was just too tired to.
- Share the teaching point/s you want to make.
 - thought stress and being tired was a normal part of life
- Leave your audience with a question to ponder.
 - If you weren't tired and stressed this weekend, how would you be spending the weekend?
- CTA (see step 4)
 - Schedule a call

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

Example Email: Beyond Your Bio

Subject: How Teaching in Spanish Harlem...

Preview: Shaped My Consulting Approach

Send Date: December 4, 8a ET

Who gets it: everyone on list

Hi [FNAME],

[HOOK]

Did you know my journey as a business and marketing strategist/coach actually started in an 8th grade classroom in Spanish Harlem?

[STORY]

In those Spanish Harlem years, I was more than a teacher—I was a listener, an advocate, and, above all, a learner.

Teaching in a historically underserved community opened my eyes to the deep systemic inequities in education and life.

I quickly learned that a one-size-fits-all approach in that classroom would not work. Instead, I had to create a classroom with rich curriculum where every student felt seen, valued, and capable of success.

One memory sticks with me—and includes a lesson I use everyday as a marketing strategist at Joyful Business Revolution.

A student named Devon struggled with reading. He arrived in my 8th grade classroom with a 3rd grade reading level. Rather than stick to the prescribed methods of “reading instruction” that my administration had handed me for curriculum, I adapted my lessons to reflect the cultural and personal experiences of my students.

For example, when the text book used an analogy of jumping on a trampoline in the back yard, my students had no context for that—they

don't have backyards in Harlem, nor have they ever seen a trampoline in real life, let alone jumped on one! Instead, I reworked the text and material to speak of the the basketball court in the neighborhood park. This allowed my students to have a frame of reference that was relevant to them.

Over time, not only did Devon become a better reader and earn my trust, but the entire class grew stronger and more connected. (And I learned a lot about becoming a better teacher!)

[RELATE TO NOW]

Fast forward to today, and those same principles guide us here at Joyful Business Revolution.

Every program we create has room for honoring the unique lived experiences our clients carry with them. We're passionate about meeting our clients where they are, celebrating their unique perspectives, voices, and backgrounds, and building strategies that resonate deeply with who they are at their core—including what they value most.

[TEACHING POINT/S]

Here's what I know for sure: Business success doesn't come from a rigid formula or a nice little package with a bow.

It comes from crafting learning experiences that honor individuality and invites each person to bring their unique identity to the table.

[QUESTION]

How could your approach to marketing and growing your business be more tailored to the UNIQUE you?

[CTA]

If you're ready to see how our inclusive and tailored JoyFueled Program can revolutionize your business, let's talk.

Hit reply or [book a 20 minute strategy call with Amy](#) to learn how we can work together.

xo,

Shannon

