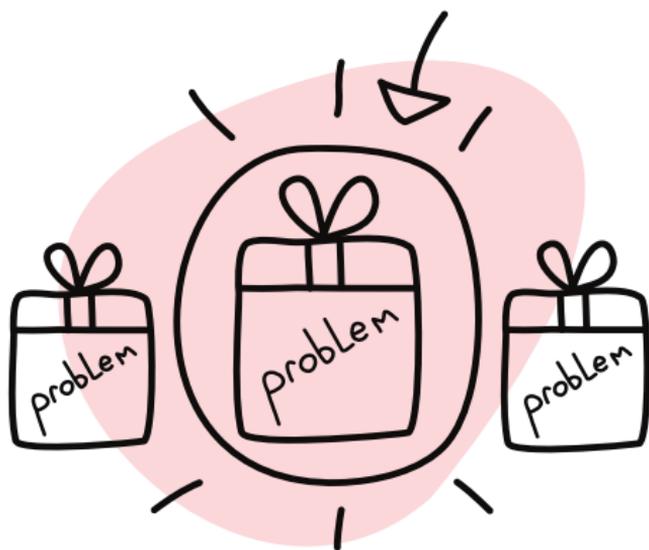


YOU'RE THE GIFT

You don't need more education, experience, or time. You just need to start. How will you lean into generosity and give more of what you **ALREADY** have?





PICK A PROBLEM

Connection starts with being clear on how you help. What's the specific challenge and change you help your people with? How can you share it in everything you do?





SHARE STORIES NOT SPEECHES

Stories connect to the heart and allow people to absorb better than any other media. How can you infuse everything you share with some form of story?

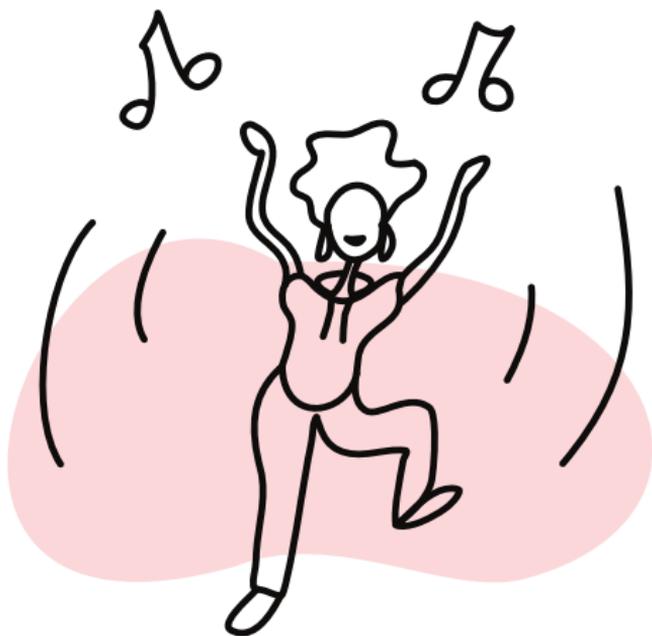




SHARE YOUR WORK

Work begets work. How might you share your work? Not your coffee, not your vacations, not your cute puppy, but your work?

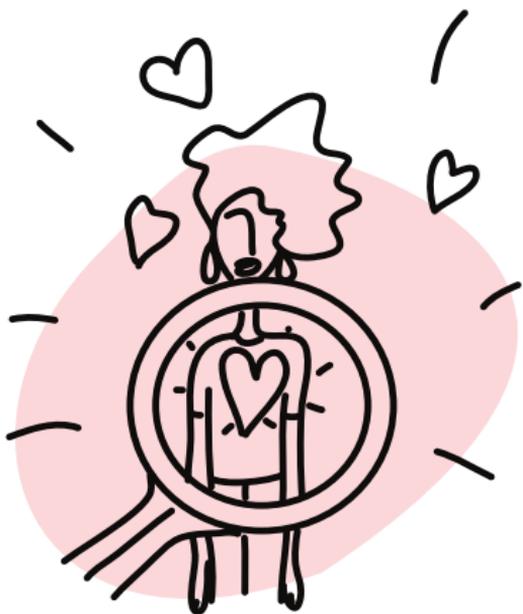




DO YOUR DANCE

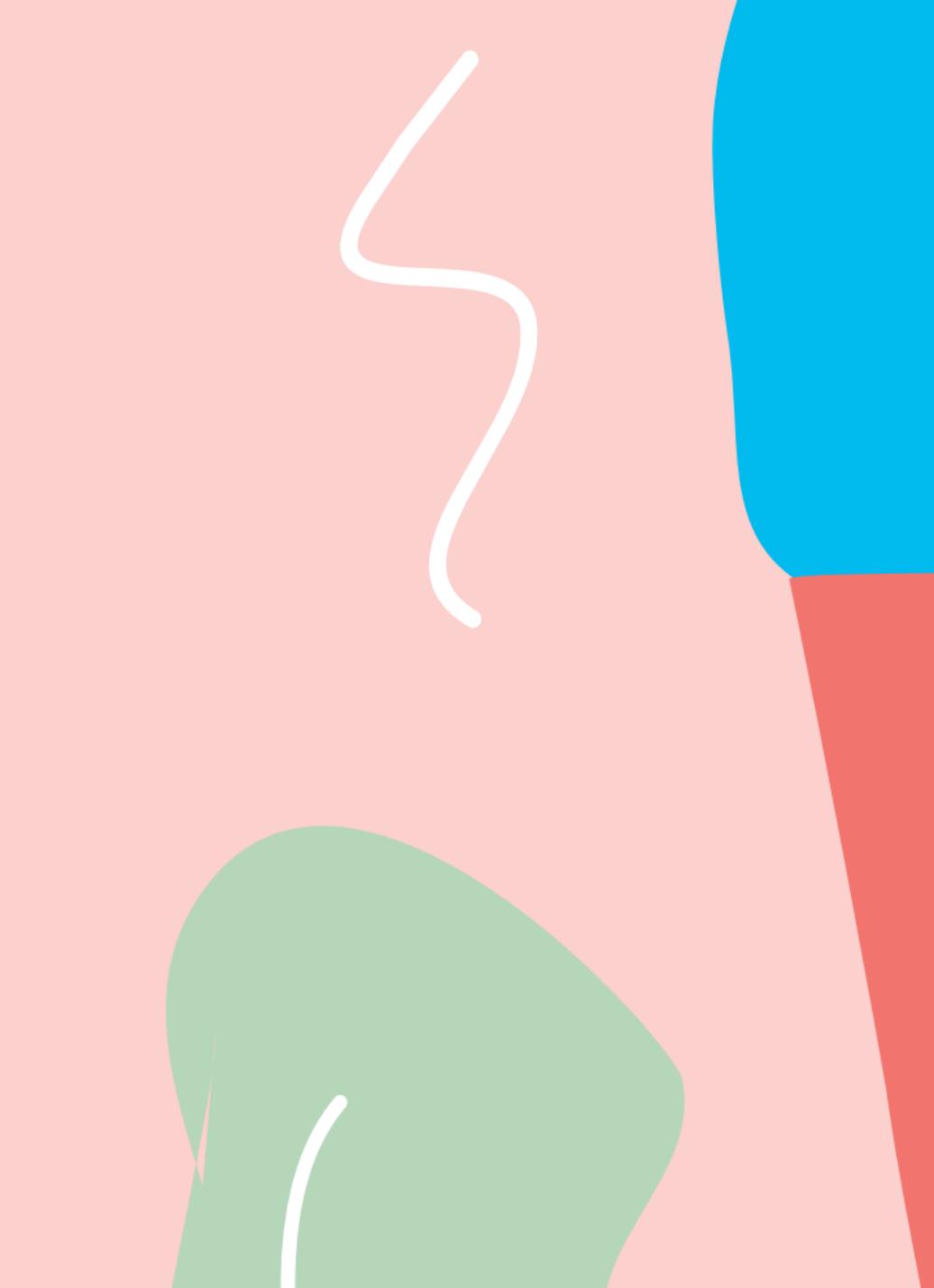
Leaders make moves to express not impress. What if you did your work for your own enjoyment first then let the others join in?





MAGNIFY YOUR MAGIC

What makes us different, makes us valuable. What makes you weird? How might you amplify and share your quirks, and unique brilliance with more intention?

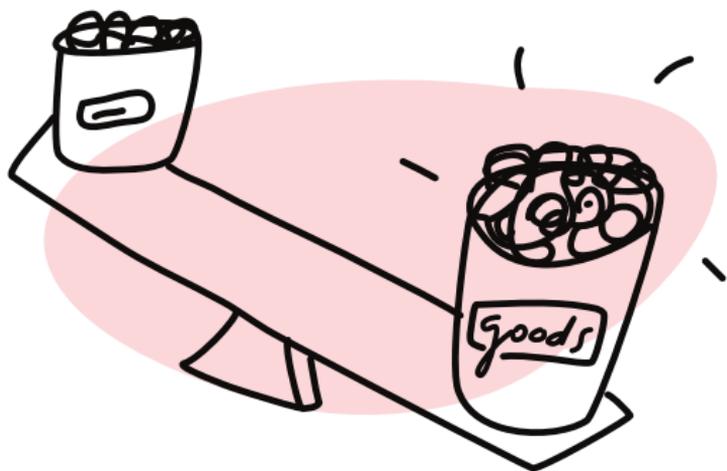




GENEROSITY SCALES

Generosity is a gift that keeps giving, then when you least expect it, it often finds its way back to you. How will you make generosity an intentional part of how you show up?





FRONT LOAD THE GOODS

No one has time for fillers and long intros. How might you give what's valuable right up front?

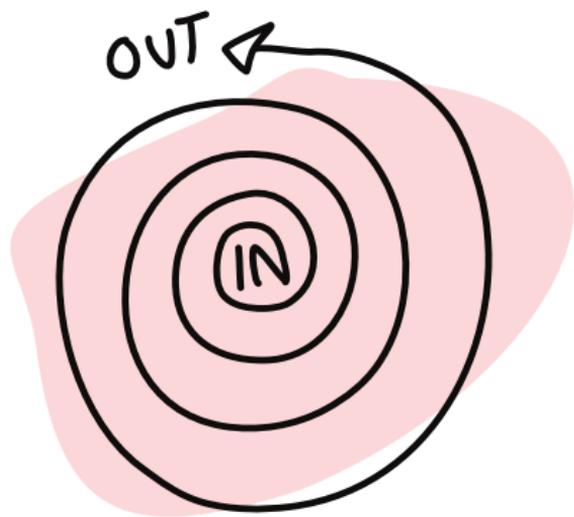




HONOR YOUR HUMANITY

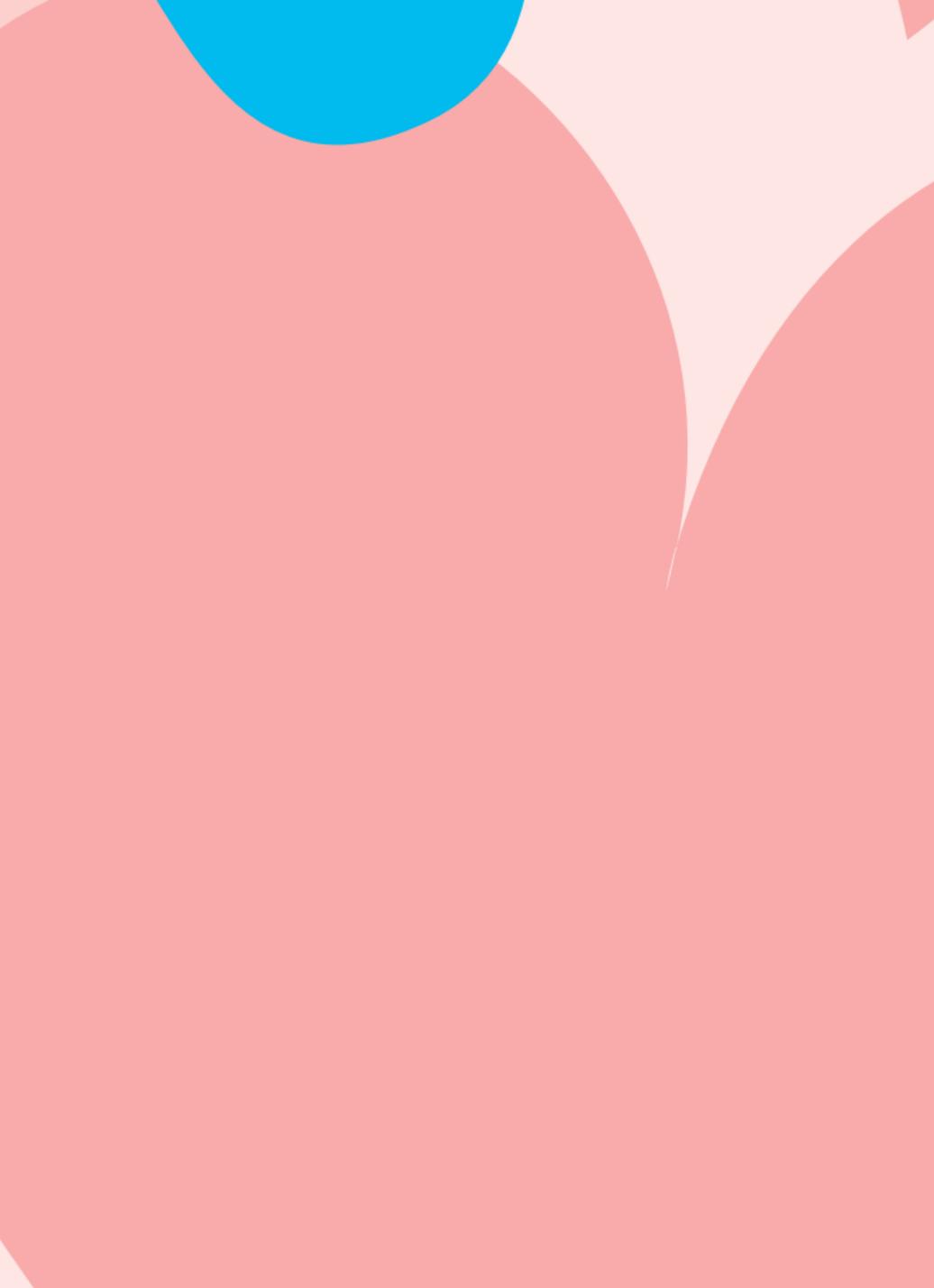
Humans attract humans. How can you be more open and vulnerable instead of polished and perfect?





FROM THE INSIDE OUT

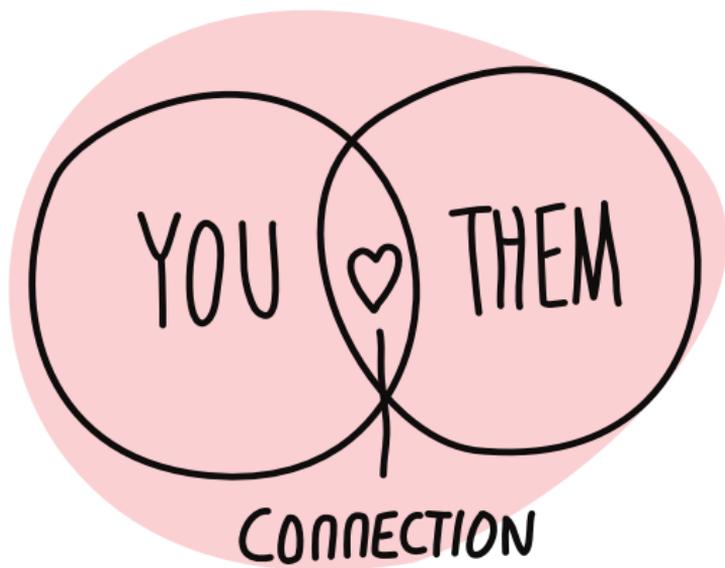
True change starts with ourselves. What does it look like to create for yourself first then extend it out to others?





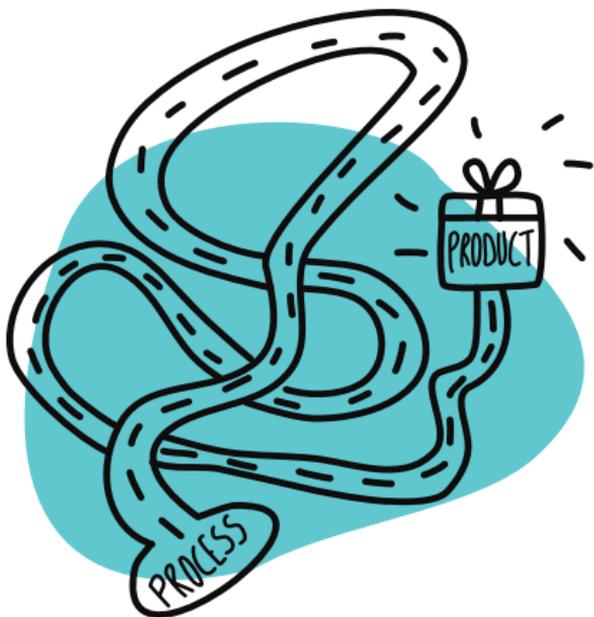
SHARE YOUR STORIES

Your stories attract your people. How will you share your unique experiences more intentionally?



WHAT'S THE CONNECTION

Transformation is often found at the crossroads between self-awareness and empathy. Who are you? Who are they? How do you connect?



THE PROCESS & THE PRODUCT

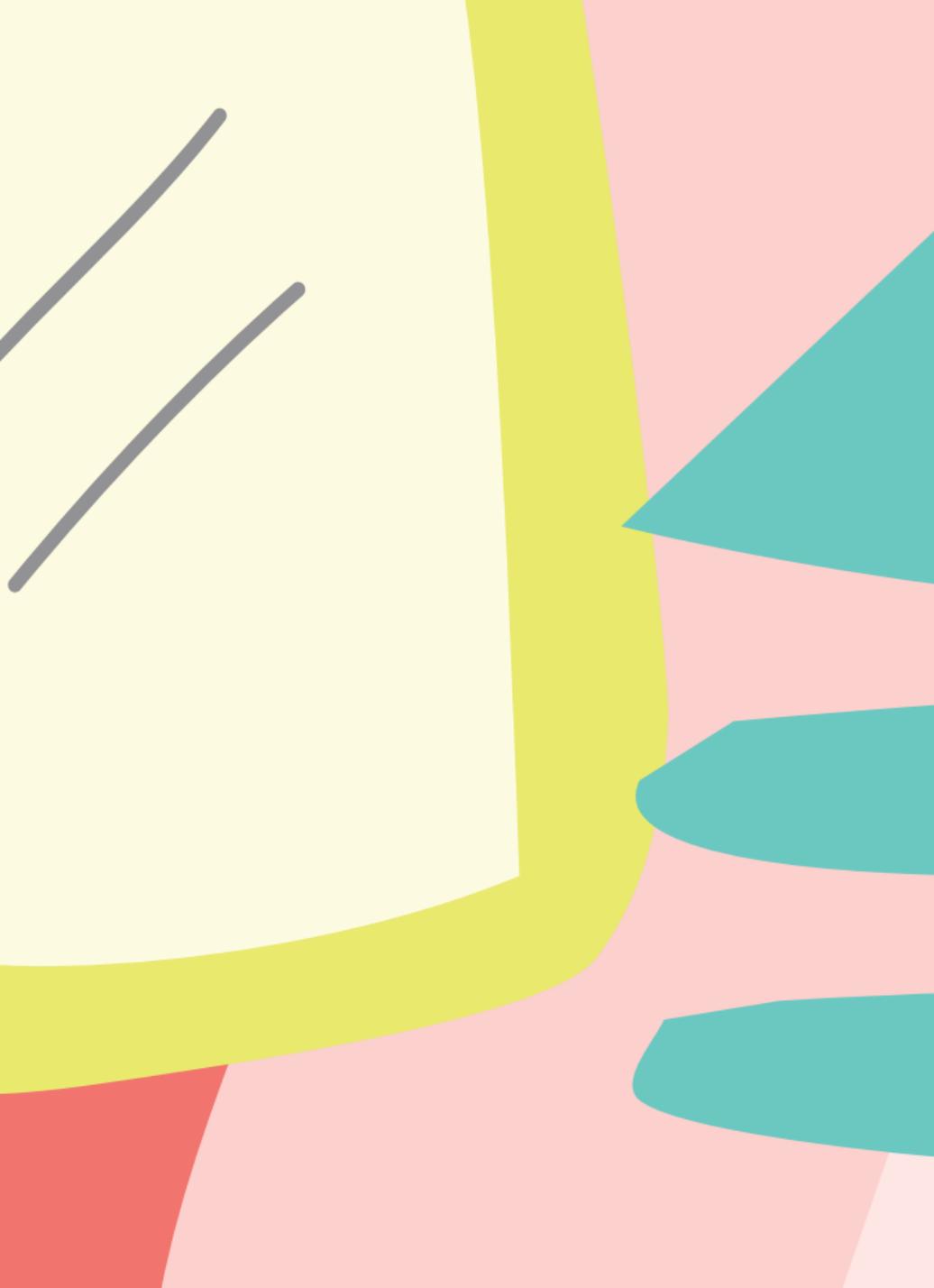
The value is in the creating not just the creation. What does it look like to enjoy the process? How will you invite your people to go on the journey WITH you?





HOLD UP A MIRROR

Helping people see themselves is rare in our culture. How can you help your people feel seen, heard, and valued?





WHO CARES

Leaders start with the gold in their own backyard. Who already cares? Who already wants what you have to give? How will you start with them?





COMMUNITY OVER AUDIENCE

Community cultivates trust. How might you invite your people to co-create and be in community around your content?

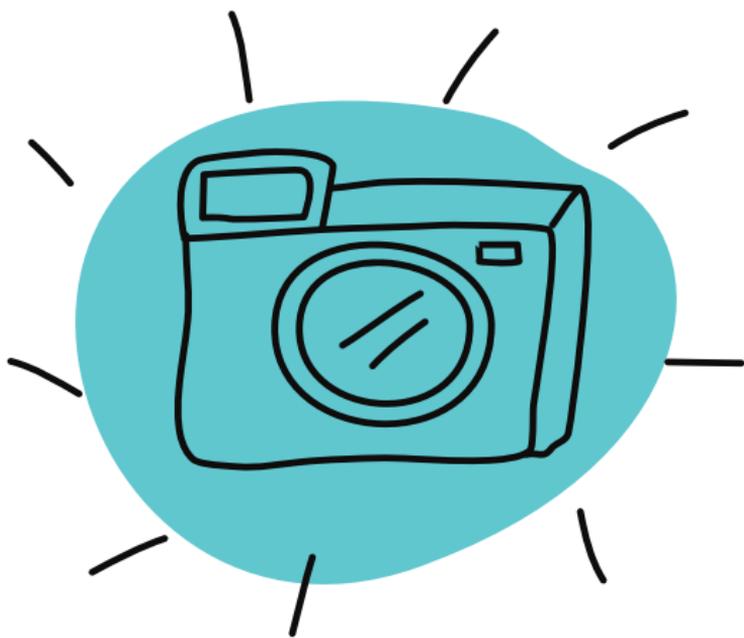




LISTEN DEEPLY

We tend to listen only with our ears. But true leaders listen deeper. What are your people *doing*? What are their behavioral patterns? What are you noticing as you pay attention?

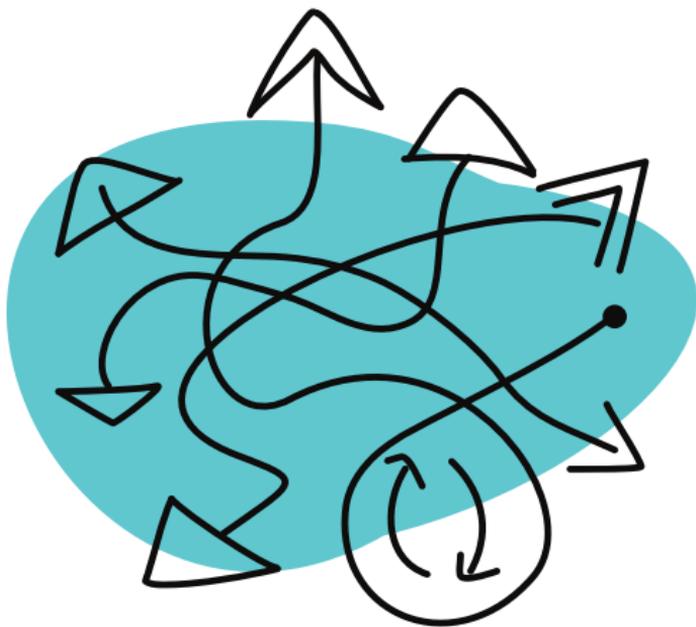




SHOW VS TELL

Imagine if you couldn't use words. How would you **SHOW** what you want to share? How might you visually bring people on a journey with you?





SWITCH IT UP

Disrupting the usual pattern often creates engagement. How might you change how you show up and be creative with what you share?





CONNECTIONS NOT CONTENT

Inspiring brands create connections, not content. Where are your people? Where do they hang out? How might you connect and cultivate conversations right where they are?





SMALL IS THE NEW BIG

There's magic in the micro. How will you size down, to capture and share more micro-moments throughout your day?

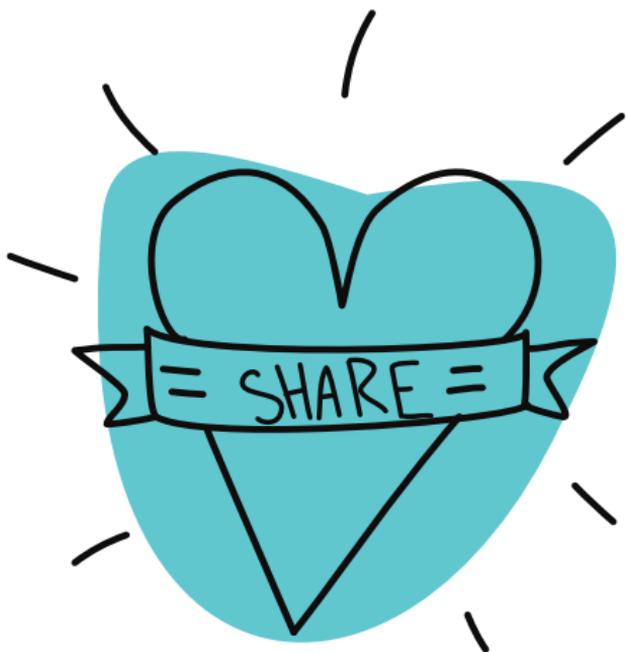




HOOK 'EM IN

You have two seconds to engage your people. What's the most interesting part? How might you start there?





SHARE YOUR HEART

Facts and figures bore but emotional connection sparks engagement. How will you share more from your heart instead of your head?

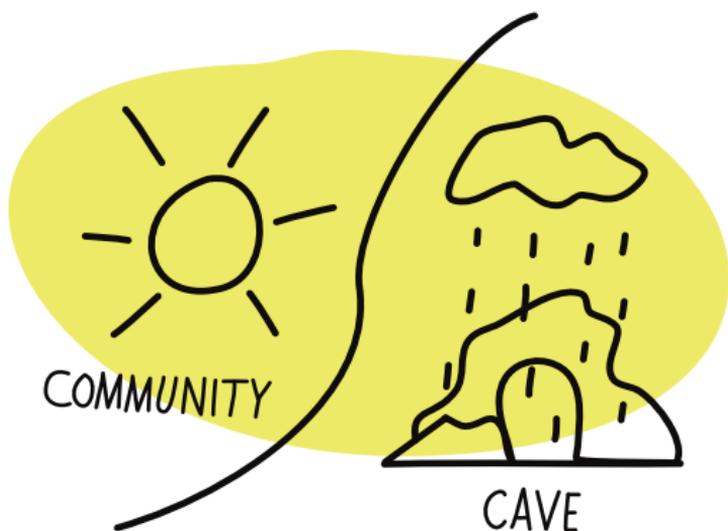




INTERESTED VS INTERESTING

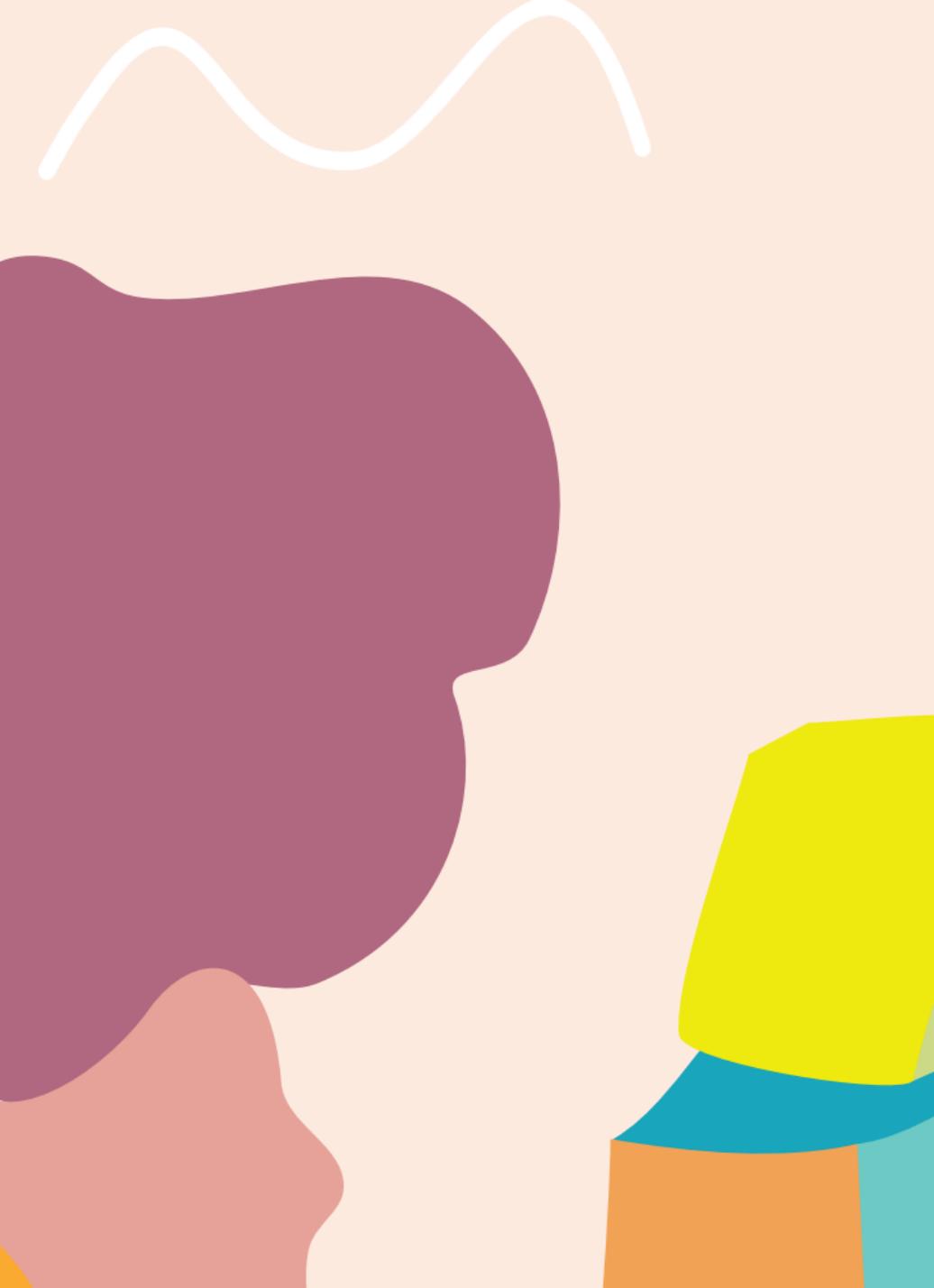
Giving attention often precedes getting attention. Who can you show more genuine interest in? How will you make this a practice?

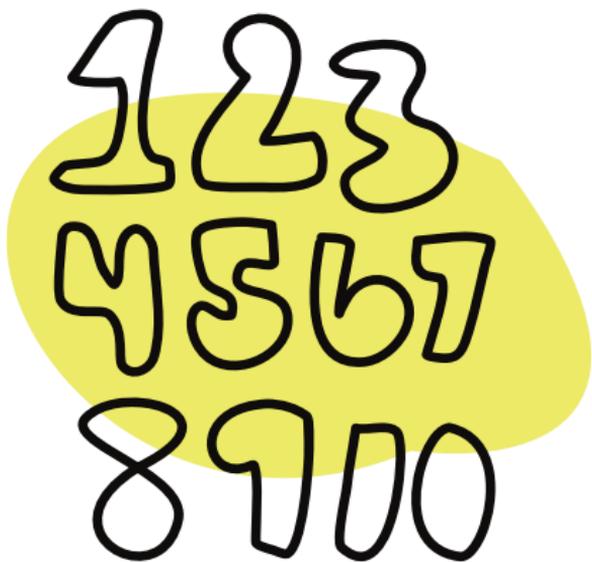




CREATE IN COMMUNITY

Our best creative work happens in community, not caves. How can you get other people involved earlier in the process? What's the risk and/or reward?

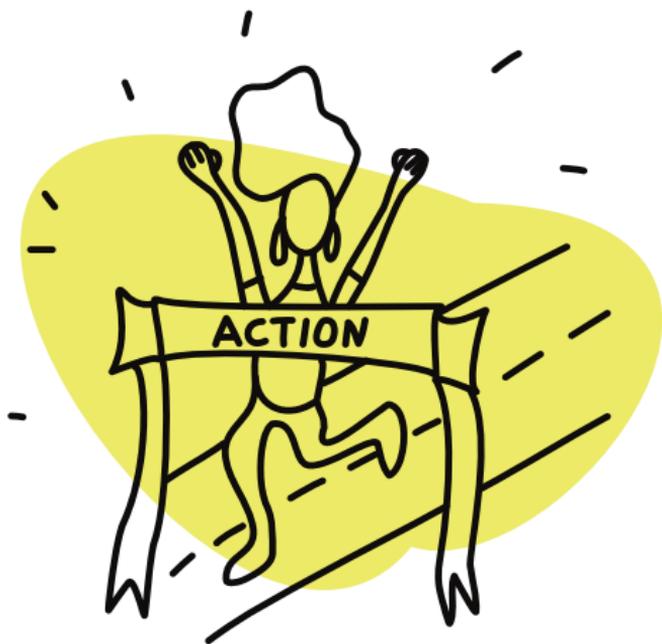




FIRST 10

The first ten people are all you need to start. Who might LOVE and eagerly connect with what you've created? What does it look like to reach out to them and share your goods?

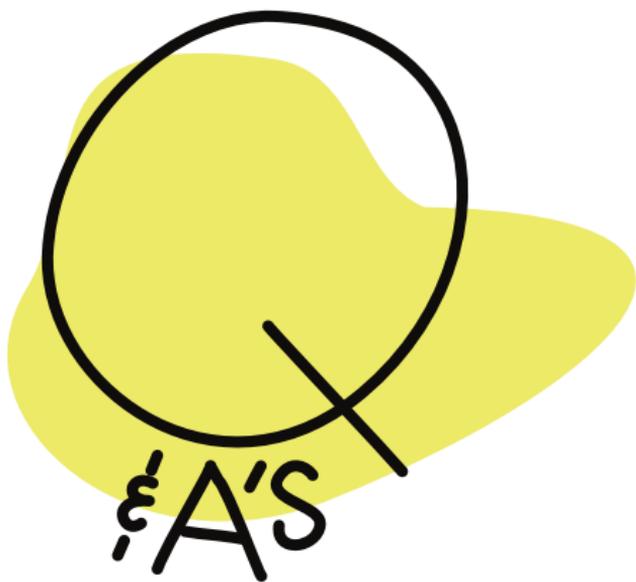




CALL THEM TO ACTION

People have an affinity for anything that helps them take action on the things they already want to do. What stories do your people want to tell? How can you help them move forward?





MORE Q'S THAN A'S

Better questions beat better answers.
How might you be more curious, and
make room for collective wisdom?





CULTIVATE CONVERSATIONS

The most engaging leaders choose dialogues over monologues. What might it look like to create conversations instead of presentations?





WITH NOT FOR

Most engagement starts with an invitation for participation. How might you create WITH your people instead of just FOR your people?



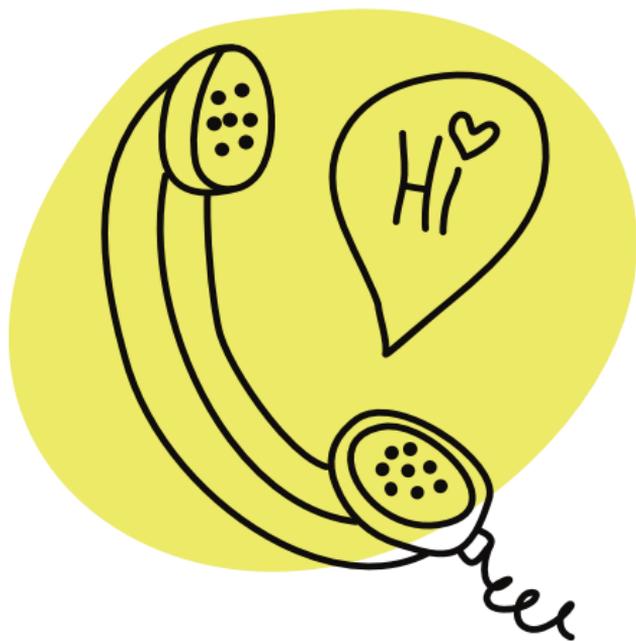
EXPERIENCE



EXPERIENCE BEATS EXPLANATION

Giving someone a bite of cake is better than reading the description. How will you invite your people to experience your work not just hear about your work?

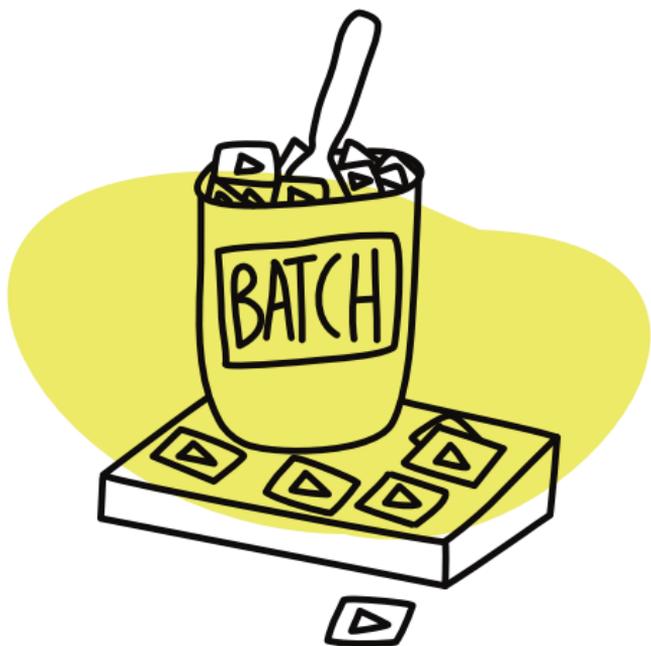




CHECK IN & REACH OUT

Proactive communication builds connections. Like the adage, “Nobody cares how much you know until they know how much you care.” Who will you reach out to?





BATCH CREATE

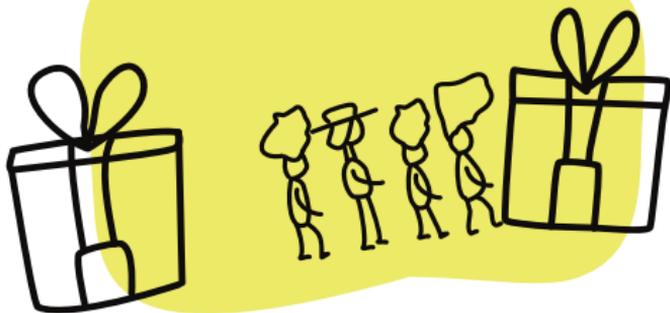
Small batch cooking creates consistency and efficiency. What does it look like for you to prep your work like you prep your meals?





PRACTICE MAKES PROGRESS

Purposefully practicing yields both habits and results. What do you want to see more progress in? How might you create a daily practice around the results you want?



PEOPLE WANT WHAT PEOPLE WANT

There were two booths. One had a line, the other didn't. Which one sold out?

The one with a line. Lines are social signals. How might you use signals to increase trust and cultivate confidence?



LIVE & INTERACTIVE

Live interactions cultivate connection.

What are some ways you can invite your people to co-create with you in real time?





REACH OUT & CONNECT

- Call an old client, just to check in.
- Comment and connect with a person who follows a person you follow. Be genuine.
- Reach out to a random contact, give them something you value and think they'll value. Be genuine.
- Keep track of your contacts, when and why you last spoke. Make note of next actions you can take to stay connected.
- Make a video message for 10 people you haven't spoke to in a while. Recall a connection point to connect on. Be generous and genuine.
- What else?...





CULTIVATE COMMUNITY

- **The Heart 100:**

Research 100 people that would love what you do and shares a heart connection. Where do they hang out? Who do you both know? How might you learn more, Listen in, and randomly be generous? How will you inch closer to see what sparks?

- **Get in Where You Fit in:**

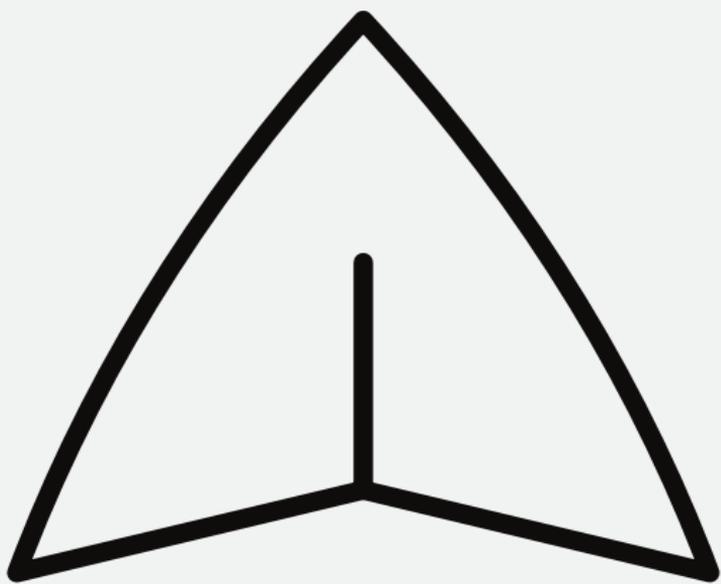
Where do your people hang out? How can you hang out WITH them and connect from the inside out, instead of the outside in? If you are an editor, where do your writers hang? How might you be apart of the tribe?





HOLD UP A MIRROR

- Go to amazon and read reviews from your people. What are they saying? How might you use their own words to communicate back to them how you help?
- Create an micro event to give honest feedback and hot seat critiques for your people. Surprise the people who show up with more personal help and guidance than they anticipated.
- Use images and stock media that looks like your people.
- Highlight and create a story on two of your most aligned clients/customers.
 - What you share, you attract.
- What else?...



THE PLAN

THE PLAN

1 STORY: 6 MICRO MOMENTS

Think of creating story driven content like cutting up a birthday cake. The smaller the slices the more you have to go around. For every "big" story, create 6-micro moments to support that story.

Examples of micro moments:

an inspirational quote, progress picture, customer highlight story, product reveal, giveaway, live micro event, video, challenge, testimonial quote, Q&A, generous spotlight, mention, Behind the scenes: work in progress. direct reach out, etc.

The key to micro moments is that it has to be micro meaning small in nature without needing a lot of resources.



NOTES



NOTES