

Message Clarity + Micro-Offer

Know who you help, what you say, and what to invite to

Name:

Date:

Purpose: Create a clear one-liner and a simple next step so you stop overthinking what to post.

1) My person (avatar)

She is a woman who is currently:

Top 3 struggles she faces:

What she wants most (the desire):

2) The transformation (before -> after)

Before:

After:

3) My testimony in 3 bullets

What I've lived through / learned:

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Know who you help, what you say, and what to invite to

4) My one-liner (keep it simple)

Fill in: I help _____ to _____ without _____, through _____.

Write 2 alternative versions (different wording):

5) My micro-offer menu (choose one)

Pick your next step for new people:

- Freebie / lead magnet (DM keyword): _____
- Low-ticket offer (\$17-\$47): _____
- Main program invitation: DWD Blueprint

Daily Action: Create one 'pinned-style' post using your one-liner. End with a soft CTA: 'Comment/DM ___ and I'll send you the next step.'