

## Million-Dollar Messaging Cheatsheet

Use these strategic prompts to craft content, copy, and positioning that connects with your perfect customer and converts into consistent recurring income.

### 1. Craft Your High-Converting Message

Plug-and-play formula:

“I help [who] do [what] without [pain] so they can [ultimate desire].”

Example: I help overwhelmed moms build a \$10K/month online business without tech overwhelm or sacrificing time with their family.

### 2. Write a Bio That Connects

Prompt:

“Can you rewrite my bio so it clearly shows who I help and what result I deliver?”

Example: Helping burnt-out professionals launch profitable online businesses with peace, purpose, and a plan.

### 3. Turn Your Story Into an Origin That Sells

Use this story arc:

- Pain: What were you struggling with?
- Pivot: What changed everything?
- Path: What steps did you take?
- Power: What transformation did you experience, and how do you help others now?

Use this to build trust and emotional connection.

### 4. Identify Your Messaging Pillars

Choose 3–5 core content pillars that support your brand and attract your audience:

- Your Story
- Customer Transformations
- Educational How-To
- Belief Shifts / Mindset
- Behind the Scenes / Authority

### 5. Build Your Before and After Framework

Prompt:

“Can you turn my customer transformation into a before and after message?”

Framework: Before [pain/struggle], After [freedom/result].

Example: Before, I was burned out trading time for money. Now, I earn daily with a business I love and time to enjoy it.