



## THE EXCEPTIONAL BUSINESS ACADEMY

### ELEMENTS OF RESONANCE

#### Your Space/ Core Message

Your space is your area of expertise. It's what you're all about– no glamorous words. Not a tagline. You know it so well “you can't unsee it”. It's your SPACE.

If people were to use one word or a short phrase to describe you, what would they say?

#### BENEFITS:

This makes everything else easier. You can't unsee it. Understanding your core message and space will make explaining yourself easier.

- The answer to “What do you do?”
- It will make writing copy easier
- Writing social media posts is easier
- What to say in sales if you speak from your truth. No filters.
- Increases recognition
- You always know who you are speaking to and what to say
- It's a degree of OWNING IT like you never have before. At an exceptional level. No more playing it small. No more dipping your toes in the water

*YOU HAVE TO STOP PEOPLE IN ORDER TO BEGIN MOVING THEM*

#### HOW

Just do it. Get clear on your space, own it, and never stop claiming your space.

#### Stand Out Statement

This is an outward-facing branding sentence. Like a tagline or slogan but very different. It says everything you need to say in 3-9 words. It captures the energy of what you stand for and whom

you stand for in a clever way that it stands out. Your ideal clients immediately get it and feel it. It means nothing to non-ideal clients

## BENEFITS

- It's used everywhere. Website headline. Marketing headline. Business card. You probably recite it over and over. It's what we refer to as "staying on brand."
- Creates immediate resonance. "You're talking to me"
- It's compelling to your ideal clients. Compelling is the beginning of everything, especially in a noisy world.
- The most important marketing/ creating resonance tool

*THIS IS THE BEGINNING OF LITERALLY MOVING PEOPLE.  
MOVING THEM TO LEARN MORE.*

## HOW

Just start playing with words. Swapping words in and out. Pay attention to the energy of specific words. Brainstorm, ask others. You will know it when you get it. It has a "boom" feeling to it. Think of it as bottom-lining it.

Great thing to bring to a creative jam session or to get coaching on. Or share in the group.

## **Self-Identifying Questions and Statements**

Because you know your ideal client so well, you know what's on their mind and what they are feeling that they may not even be verbalizing. Like the phrases you've heard clients say.

Now you can create questions or make statements that ring so true for your ideal clients they are likely to feel like you are in their head and hearts. This is resonance on steroids.

Here's the key- it empowers them to choose you of their own free will even though with all the work you've done to know them and know yourself, you knew exactly what was going to happen. This is where it can almost feel manipulative but remember, you are moving them to get them to help themselves because you know best.

"You know exactly what you're doing" and it's a positive thing.

## BENEFITS

- This is why people choose you. What could be more important?
- It's your magnet and filter. Magnetizes your ideal clients and filters out the rest
- Creates a bond. "It's like you're in my head"

- It's the way it works today. You have to empower people to choose you, not try to convince them to choose you. They are self-vetting and research shows they are 70% on the way of choosing you before they contact you.
- Great lines in sales

### *THIS IS EMOTIONALLY MOVING THEM*

#### HOW

Think about all you know about your people and the phrases they use. Think of several questions or sentences that when they read it, it will feel like you are in their head. Like you really know them, get them. The more intimate the better.

#### **Website/ Online Presence**

Of course your website is an element of creating resonance, especially considering people make a 70% decision to hire you before they reach out to you. Where are they getting this information? Likely your website. Even if your business is largely referral, part of their self-vetting process is going to your website or online presence and confirming the referral.

Since not everyone is in charge of their website, what is your online presence? What are your online platforms?

#### BENEFITS

- This is your platform— both the stage you stand on in a virtual sense and a platform as in a collection of your values and what you stand for.
- It creates connection
- Instills confidence
- Confirms referrals and reputation
- Displays your authority
- Validates your status, professionalism, and credibility

### *MOVING THEM FROM COMPELLED TO CONTACTING YOU*

#### HOW

Keep the idea of an Emotional Journey in mind. You are moving them from being compelled to contacting you. Your job is to immediately compel the visitor, assure them that you get them at a deep and intimate level, that you have services to help or support them, and that you are the authority on your topic. Think about what you need to say to emotionally move them to move them from uncertainty to choosing you.

Whatever your platform is, it should be 75% about them and create resonance in style and words. This should feel like home and a familiar place for your ideal customers.

## **Social Media Strategy**

I'm specifically referring to this as a 'strategy' to stress the importance of intention. It's one thing to just post. It's another thing to do so strategically and know you are almost always "selling" even if what you are selling is your personality or lifestyle that creates resonance.

### **BENEFITS**

- Casting the broadest net
- Gain the attention of lurkers (in a good way)
- Build a profile and personality
- Can be direct to action
- Allows you to express yourself
- Can be creative
- Builds and maintains relationships

### *MOVING PEOPLE TO ENGAGE WITH YOU*

### **HOW**

The key is cadence. To be strategic on social and create resonance, there needs to be a cadence or rhythm.

## **Creating Content- Articles, Newsletters, Emails**

Where social media is often more emotional resonance, content creation tends to be more about creating intellectual resonance. Not that there are emotions involved, but the resulting resonance from content is often people will feel like contacting or hiring you is a "smart choice."

### **BENEFITS**

- An opportunity to share your thought leadership
- Sharing your values
- Addresses the logical side of a buyer's decision process
- Confirms your expertise and space
- Commands authority
- Increases credibility
- Provides social proof
- You control the platform

### *MOVING PEOPLE INTELLECTUALLY*

## HOW

You can write articles for an open publication like Medium or LinkedIn. You can produce a newsletter of your own or a LinkedIn newsletter. You can build a list and email.

### ***THINK ABOUT THIS***

- You own your space
- You immediately gain people's attention with your Stand Out Statement
- You get in their heart with self-identifying questions or statements
- You have a place for people to go online that speaks beautifully on your behalf
- You're casting a wide net on social and building relationships
- You're demonstrating your thought leadership

*How can you not resonate for your ideal customers? How can you not be exceptional?*

**Because you've gained this clarity, here are other strategies to meet your people:**

- Networking
- Go where you're people are; let the world know you exist
- Podcast guesting
- Start a podcast
- Courses and education