



*Find Your*  
Marketing WOW



# **Challenge Emails**

**by Cindy Schulson**



## **Day 1**

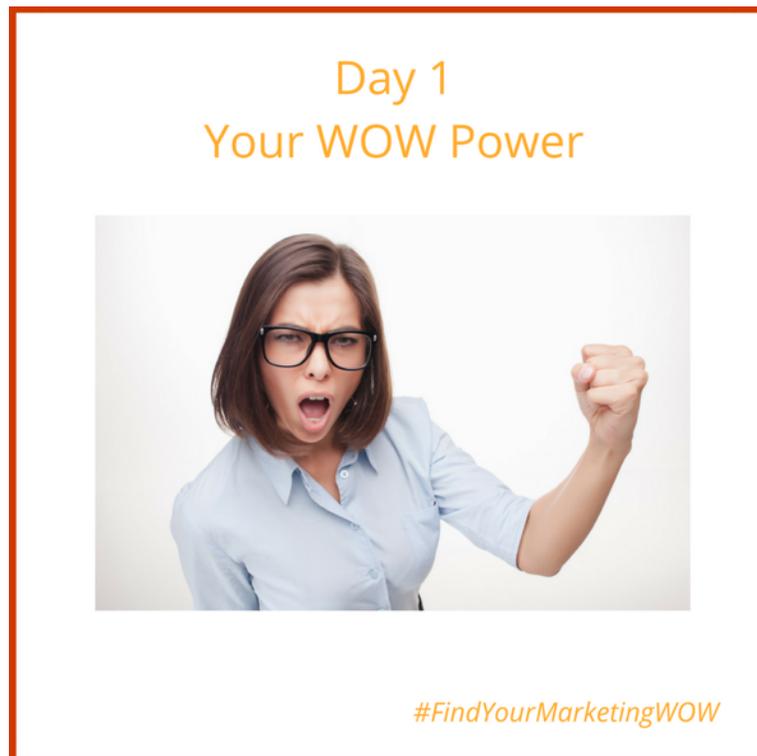
The Find Your Marketing WOW 5-Day Challenge starts TODAY!

Over the next 5 days we're going to go through a fun journey to help you discover what makes you unique so your dream clients say WOW, I want to work with YOU!

There are 5 key elements that make up your Marketing WOW. Each day we'll cover a different one, starting with:

### **Day 1: Your WOW Power**

Today we're going to focus on the unique powers and gifts you have that make YOU the star of your business and a magnet to your dream clients.



We all have gifts, but all too often we don't fully recognize and highlight them. We may undervalue them or we take them for granted, assuming everyone can do what we do.

Trust me, I did this myself. For the first 2 years of my business I didn't even think about the fact that I spent my entire career working in Strategic Communications and Market Research. I didn't think about my ability to sift through a mountain of ideas to capture the golden nuggets.

If you've been skimming over your WOW Power, this is your call to action to STOP!

When you hone in your WOW Power, you unleash your greatest potential, impact and profit!

Now, I realize that it's not always easy to see your own own powers, but I can assure you that it's not as hard as you think when you focus in on some key questions.

Answer the questions below honestly and freely (no modesty allowed here). Don't edit yourself - go with your gut!

- When you're with clients/friends, what do you do that makes their jaw hit the floor and say, "you're so good at that" or "how did you do that"?
- What do you do that comes so naturally that you assume everyone else can do it too?
- What do your friends and clients repeatedly ask you for advice about?
- What skills have you used throughout your career?

Now review your answers and look for the common thread. What theme keeps repeating itself?

Think of these wise words...

“It has been my observation that the happiest of people, the vibrant doers of the world, are almost always those who are using - who are putting into play, calling upon, depending upon-the greatest number of their God-given talents and capabilities.” ~ ~ *John Glenn*

“Use what talents you possess; the woods would be very silent if no birds sang there except those that sang best.” ~ ~ *Henry Van Dyke*

**Your Assignment:**

Complete Your WOW Power Statement:

My name is \_\_\_\_\_ and one of my greatest powers is  
\_\_\_\_\_

*Example:* My name is Cindy Schulson and one of my greatest powers is my ability to create messaging that is clear and inspiring.

**Second, Share Your WOW:**

Create a post in our [Facebook group](#) with your Power Statement.

**Third, Go for the Gold:**

Want to win some valuable prizes and get more visibility?

Make a post on your Facebook Page and/or Personal Profile with you Power Statement. You can also include a photo or image (that's a great way to increase your post visibility and engagement).

Tag at least 3 friends in your post so it reaches more people, and your friends can cheer you on!

Use these hashtags in your post: #FindYourMarketingWOW  
#WOWChallengeDay1

Even if you feel people won't care, I assure you they do. And the more you share your WOW, the more you'll attract the right people who value what you do and who you are!

Big hugs,

Cindy

P.S. Tune in to today's training on Facebook Live at 1 p PST / 4 pm EST in our private Facebook Group.

We're going to shine some light on your WOW Power! I'll also be revealing more about the prizes I have lined up for you if you choose to play full out in this challenge. I'll see you soon!



## **Day 2**

Can you believe you're already on your way to finding your Marketing WOW?

Today is Day 2 of our WOW challenge and it's time to tap into one of the greatest (and most authentic) ways to stand out...

### **Day 2: Your WOW Personality**

Raise your hand if in your life before becoming an entrepreneur, you had to stifle your personality?



Let's face it, for those of us who come from the corporate world, or government, or nonprofits, or just about anything other than your own business...showcasing your unique personality was not the way things were done.

I can almost hear Archie Bunker shouting out, "Stifle yourself Edith!" But it's true. You had to stifle what made you unique.

The good news is that as an entrepreneur, it's not only okay to let your personality shine... it's a huge plus!

Your dream clients, the ones who really "get you", want to know the real you. And as a leader in your niche, don't you want to create a small sense of "celebrity"?

Ask yourself honestly, how far are you willing to go to let people into your world? Are you willing to share your quirks, dreams and vulnerabilities? Just how raw are you going to get?

The truth is that when you get real with people, they will connect with you emotionally. They will appreciate you trusting in them enough to be honest.

Will some people judge you? Absolutely. But you have to trust in yourself enough to ignore that. Heck, some people won't like you just because of the way you look or talk.

So stop worrying about what other people will think about you. The right people will be attracted to your passions and your personality.

To start honing in on your WOW personality, answer the following questions:

- How do you think people perceive you?
- When your clients and colleagues think about you, what words come to mind?
- What is a personality trait that you're most passionate about?
- What is an aspect of your personality you think is most appreciated by your ideal clients?

“Always be yourself, express yourself, have faith in yourself, do not go out and look for a successful personality and duplicate it.” ~~ *Bruce Lee*

“Personality is the glitter that sends your little gleam across the footlights and the orchestra pit into that big black space where the audience is.” ~~ *Mae West*

### **Your Assignment:**

Complete your WOW Personality Statement:

Some of my most intriguing personality traits are

\_\_\_\_\_ .

Example: Some of my most intriguing personality traits are my directness, authenticity and passion.

### **Second, Share Your WOW:**

Create a post in our [Facebook group](#) with your WOW Personality Statement.

### **Third, Go for the Gold:**

Want to win some valuable prizes and get more visibility?

Make a post on your Facebook Page and/or Personal Profile with your Personality Statement. You can also include a photo or image to increase your post engagement.

Tag at least 3 friends in your post so it reaches more people, and your friends can cheer you on!

Use these hashtags in your post: #FindYourMarketingWOW  
#WOWChallengeDay2.

Remember - the more you share your WOW, the more you'll attract the right people who value you!

Big hugs,

Cindy

P.S. Tune into today at 1pm PST / 4pm EST for our Facebook Live training in our Facebook Group - we'll dive in deeper to today's topic and have some great discussion!



## **Day 3**

Over the last couple of days we looked at how you can stand out with your unique powers and personality.

Today, we're going to flip the switch a little and look outside of you.

### **Day 3: Your People**



Imagine for a moment that you find yourself in a big room full of people. And some of these people could be great clients for you and others, not so much.

Now you have 5 minutes to get as many clients as you can. Ready, set, go!

You could run around talking to everyone and hoping you're talking to the right people. Or you could get clear first on who you're dream clients are and talk directly to them. Just shout it out - this is for you if....

Which approach do you think is going to be more effective? Duh, it's the second one. Of course you know that - you're a smart cookie. And yet, if you look at your website and your marketing - are you trying to talk to the whole room, or are you speaking directly to your ideal clients?

Having a clear vision of your dream client allows you to WOW them with your marketing. Here's why...

When you're clear about your dream clients, you can address their unique concerns and speak their language.

No matter what kind of marketing you're doing -- video, social media, email, webinar, etc. -- you want your dream clients to feel as though you are speaking directly to them!

Being clear on your dream client also allows you to FOCUS your marketing. You'll know where they hang out offline and online, so you can focus your marketing efforts in the right places.

For today's activity, I want you to think about your dream client. Think about someone you've worked with who absolutely lights you up, and who and got great results from working with you. It could even be someone you know and helped for free, or even someone you would love to work with.

Now, thinking about that person, answer these questions:

- Who are you most passionate about helping?
- Why are you passionate about helping them?
- What is it about them that makes them your dream client?
- What do you most appreciate and love about them?

“Make the customer the hero of your story.” ~ ~ *Ann Handley*

“When you speak to everyone, you speak to no one.” ~ ~ *Meredith Hill*

### **Your Assignment:**

Complete your WOW People Statement:

My dream client is \_\_\_\_\_.

Example: My dream client is a coach or consultant who wants to grow their business online and is inspired by the difference they're here to make in the lives of their clients.

### **Second, Share Your WOW:**

Create a post in our [Facebook group](#) with your People Statement.

### **Third, Go for the Gold:**

Want to win some valuable prizes and get more visibility?

Make a post on your Facebook Page and/or Personal Profile with you Power Statement. You can also include a photo or image (that's a great way to increase your post visibility and engagement).

Tag at least 3 friends in your post so it reaches more people, and your friends can cheer you on!

Use these hashtags in your post: #FindYourMarketingWOW  
#WOWChallengeDay3

The more you share your WOW, the more you'll attract your dream clients!

Big hugs,

Cindy

P.S. At 1 pm PST / 4 pm EST, I'm going live to dig deeper and share some training to help you better understand how to hone in your dream client.



## Day 4

We're more than halfway done in creating your Marketing WOW!  
Congratulations!

This is where things get really fun! One of the most powerful ways of standing out is by taking a stand and sharing your position...

### Day 4: Your Position

There's a belief you have that fuels you. And if you want to attract more of your dream clients, you need to share that belief.



Here's why....

When you share your Position, you can attract clients who connect with you at your very core.... They don't just value what you do, but who you are.

And the more confident you are in sharing your Position, the more boldly you take your stand, the more people will see you as the leader you are.

You don't just follow the trends. You are unique and special and stand for something that matters.

For today's assignment I want you to dig deep into your heart and soul, and think about what you stand for in your business.

- Why are you passionate about what you do?
- What's your soapbox? What's the big idea that keeps coming up when you talk about your business?
- If you had a room full of your dream clients and could share just one thing that would help them think differently about their situation, what would that be?
- What pisses you off about the way things are typically done in your industry?

“Every time you state what you want or believe, you're the first to hear it. It's a message to both you and others about what you think is possible. Don't put a ceiling on yourself.” ~~ *Oprah Winfrey*

“When you take a stand out of deep conviction, people know.” ~~ *Barbara Boxer*

**Your Assignment:**

Complete this WOW Position Statement:

The Position I want to share with the world is \_\_\_\_\_ .

Example: My Position is that to build a profitable business you love, it’s not enough to know your target market - you have to know yourself. Not only do you have to know yourself — you owe it to yourself to honor everything you bring to the table - your passions, experiences, personality and voice.

These aren’t just words to me. They’re my whole reason behind why I do. They’re the meaning behind my brand, “Marketing from Within”.

**Second, Share Your WOW:**

Create a post in our [Facebook group](#) with your Position Statement. Let's band together and create some massive support!

**Third, Go for the Gold:**

Want to win some valuable prizes and get more visibility?

Make a post on your Facebook Page and/or Personal Profile with your Power Statement. You can also include a photo or image (that's a great way to increase your post visibility and engagement).

Tag at least 3 friends in your post so it reaches more people, and your friends can cheer you on!

Use these hashtags in your post: #FindYourMarketingWOW  
#WOWChallengeDay4

The more you share your WOW, the more you'll attract your dream clients!

Big hugs,

Cindy

P.S. Tune into at 1pm PST / 4 pm EST for our live training in our private Facebook Group. We'll talk about your WOW Position and how to leverage that in your marketing.



## **Day 5**

You did it! You made it to the final day of our Find Your Marketing WOW Challenge!

Today, we're going to focus on the 5th and final P.

### **Day 5: Permission**

You've done such great work so far and I'm really proud of you. I hope you're proud of yourself as well.

And you should be proud. Because even if you missed a day (or more), the truth is that you have tapped into something really special...yourself.



You have so many incredible qualities that make you unique...that will make your dream clients say WOW, I want to work with YOU!

So today, I want to invite you to do something really special for yourself.

Give yourself Permission to own your WOW.

You see, it's not enough to know your WOW. You have to open up the space to really own it, all the way from your head to your toes.

I know it's not easy, but it's so worth it. And frankly, you deserve it!

One of the best ways I know to own your WOW is to speak it. That's where the big growth happens.

It's when you take ACTION that your fear crumbles and your confidence grows.

And here's the best part. As your confidence grows, you own your WOW at an even deeper level.

It's like the circle of WOW!

If you want one more reason to own your WOW, consider this.

You don't just owe it to yourself... you owe it to the people you're here to help.

Because if you keep it wrapped up inside of you, you can't get your message out there and you can't help those who most need you.

You owe it to yourself and those you most care about helping, to own your WOW — and share it!

“Every great dream begins with a dreamer. Always remember, you have within you the strength, the patience, and the passion to reach for the stars to change the world.” ~~ *Harriet Tubman*

“People become really quite remarkable when they start thinking that they can do things. When they believe in themselves, they have the first secret of success.” ~~ *Norman Vincent Peale*

### **Your Assignment:**

Complete your WOW Permission Statement:

I owe it to myself and my clients to own and share my WOW. Because when I do, \_\_\_\_\_.

Example: I owe it to myself and my clients to own and share my WOW. Because when I do, I give my clients the clarity and confidence they need to share their message and help the people they're here to serve.

### **Second, Share Your WOW:**

Create a post in our [Facebook group](#) with your Permission Statement. Let's join together and create some massive support and encouragement!

### **Third, Go for the Gold:**

Want to win some valuable prizes and get more visibility?

Make a post on your Facebook Page and/or Personal Profile with your Permission Statement. You can also include a photo or image (that's a great way to increase your post engagement).

Tag at least 3 friends in your post so it reaches more people, and your friends can cheer you on!

Use these hashtags in your post: #FindYourMarketingWOW  
#WOWChallengeDay5

On today's Facebook Live, we're going to talk about how to put your WOW in your Words. I'm going to show you how to make sure your WOW shows up in all the copy you create for your business.

Plus you'll get a special invitation to build on the progress you've made, and join me in my brand new program (which I'm so excited about)...

"Copy that WOWs - How to Capture the Hearts and Minds of Your Dream Clients with Your True Voice"

I'll see you in our private Facebook group at 1pm PST / 4pm EST for our Facebook Live training.

I can't wait to see you there!

Hugs,

Cindy

P.S. I'm excited to see what you share!

P.P.S. Join me on Facebook Live today at 1 pm PST / 4 pm EST for live training, encouragement, and Q&A with me. If you miss us live, catch up with the recording right here in the group. You'll see the video and can click on it.

PLUS, I'll share how you can sign up for the Copy that WOWs to build on the incredible progress you've made. You'll discover how you can create copy that WOWs without hype and have fun doing it!