**VISIBLE MASTERCLASS PROMPTS:**

*\*\*\*Please watch recording for these prompts and archetypes to be understood! \*\*\**

**THE TRUTHTELLER (the gift of the good one/fawn stress response):** speaks into truth that others have suppressed and is more powerful than any marketing formula. Speaks into what pisses you off. What you desire. Speaks to truths that make the good one cringe. Is not afraid to share unpopular opinions.

**PRINCIPLE #1:** There are not just one but three golden rules of marketing 1) show them how you can help them AND 2) show them what you stand for 3) show them who you are.

**PROMPT #1: 10 True things**

Make a list of 10 true things about your life and work. Don’t hold back. Especially welcome the ones that make you cringe a bit. Then scan the list and see what might be relevant for your clients to educate, show them who you are and/or what you stand for.

**THE CREATOR (gift of the perfectionist/flight trauma response**): gets messy. Knows that #shittyissacred because letting it be messy lets it out of you and that is holy. Gets lost following their curiosity. Leads with (vs. tries to hide) perceived imperfections.

**PRINCIPLE #2: Our people are not looking to us to be perfect. They are looking for permission to be who they are.** (If you have struggled with the very thing you are here to teach it doesn’t disqualify you. It uniquely qualities you)

**PROMPT #2:** What is something you’ve struggled with that uniquely qualifies you to do your work? Share the struggle along with your hard-won wisdom.

**THE MYSTIC (the gift of the imposter/freeze stress response):** knows that there is an unlimited supply of creative potential available to them at all times (if only they remove the barriers). Knows what they know even if they don’t know how they know it. Can take ownership of all of their gifts. Can stand in who you are, exactly as you are now.

**PRINCIPLE #3**: **People don’t care how much you know. They feel how much you own who you are. Self approval is magnetic.**

**PROMPT #3:** What do I need to own (or celebrate) more about who I am? I own that…

*Some possibilities:* results you get your clients, unique gifts you hold, ideas have that come to you (and might be hanging out in a google doc)

**THE BADASS (the gift of the judge/fight trauma response):**  takes what they have been judged/shamed for or judged/shamed in others and turns it into their superpower. That thing you’re afraid to be, the bad ass doesn’t run from but leans into it. Their freedom is contagious

**PRINCIPLE #4: Some of what we most judge in other people and ourselves, are lost parts of ourselves calling us back to ourselves.** We can use our writing and speaking to express those parts of ourselves back into existence and they will come out with unique magnetism.

**PROMPT #4 What is a part of you that has been shamed that can now be harnessed as a superpower in service of you and your work? Ex. Your sexuality, spirituality, your too-much-ness, your big sensitive heart.** Take a moment to identify and then write from that place and see what you can learn from it for your work and marketing. Ex: I am your inner sexy badass and I want you to know….

If you want a step 2. Take that same badass energy and voice and write a letter to a client about your work. You can use these phrases:

DEAR,

I know you struggle with…

There is this work called (insert name of your work) and it can help you….

What will be possible for you will be….

*To learn more about my programs, get on my email list or stay in touch via socials visit:*

[*www.cara-jones.com*](http://www.cara-jones.com)