

The Monetize Your Message Blueprint

First: Find your message

Whatever topic you teach or coach, you can pull a message from it. This is the first step in monetizing your message.

For example:

Initially my topic was coaching on business. Then I realized I want to coach coaches and speakers and help them grow a business where they have a movement and a message, and that's more fulfilling for me.

Here's your message formula:

I help people do [this], so they can have [that].

I'm helping people do something or become something, so they can have a result. That's what a message really consists of.

My message is:

"I help you find your life story and your message, so ultimately you can spread that message to one, hundreds, thousands, millions of people and get paid to make an impact in the world."

What am I helping you do first? Find your life story and your message. That's the foundation of my brand. Without life story and message, nothing else works.

Once you find that, you can ultimately have what?

1, the opportunity to get paid. 2, you get paid from sharing your message and to spreading that message. 3, make an impact and even outcome. 4, have a lifestyle friendly business and travel the world.

See all these outcomes are profound and powerful?



Craft your message

What do you do?

Who is it for?

What outcomes will they experience?

Write your statement:

Next, create a movement and a Brand Story, so you can monetize your message

Creating a movement with your message builds momentum around your brand. Your brand is how you monetize your message. How do you create a movement within your message?

Here's an example of how I do it:

"I believe that you have a life story to tell. You have life lessons to teach and you have a message to share with humanity and because of it, you can build a celebrity brands and you can enroll high quality clients. You can get paid spreading your message to millions and making a massive impact in the world. The best part is, you get to travel the world, have a lifestyle friendly business and do exactly what you love."

It's a little bit different from my regular message above, right?

That's because I'm sharing a belief with you. I'm not just giving you a statement, but I'm sharing a belief with you, that I believe that you have a life story to tell. I believe that about everybody.

Now, whether somebody chooses that they want to get into this industry and make a career out of that is up to them, but with this brand story my message becomes more of a movement. It's more than just a statement and a message.

You can start going out to networking sessions right now and ultimately you could start sharing your message statement with people. You'd get results and they'd be great, but I like to turn a statement into more of a movement and I personalize it to where it could actually apply to anybody.

What I'm also doing in my movement is converting people who never thought they could be coaches, speakers, and experts into the belief system that they do have a life story and life lessons. By getting them to look at their life, even if they don't take their life story into their career, there's a transformation I'm creating.

Now, let's take it a step further and get into creating a brand story.

I'm now getting into the brand story (which I'll teach you in a future video, because I believe you must have a brand story).

Let's say I'm on camera or on a video, rather than at a networking event and I say:

"There's a new celebrity in the world today and it's you. You have a life story to tell. You have life lessons to teach. You have message to share with humanity and because of it, you can build an authentic celebrity brand where you're getting paid to spread your life story and message to millions. You're making a massive impact in the world. You can travel around the world and do what you love. Have this beautiful lifestyle friendly business. This for you. You might be thinking, "Ted, what am I talking about?" But, this is for the coach that wants to change a life. It's for the speaker that wants to share his voice with the world. This is for the service based business owner that's tired of trading time for dollars. For the expert that's sick of being the best kept secret in their field. This for you."

I took my statement into a story, a brand story and a becoming. You can become the new celebrity in the world today. That's the becoming.

This is profoundly powerful. This changes a brand.

I've incorporated my brand story and who somebody can become in the world, because *people want to become something more than they want to have something.*

That goes back to my central message which is somebody realizing that they are good enough, and they are lovable which is the secret, secret layer.

Someone hearing my brand story could be thinking: *"If I know I'm good enough and I know that I'm lovable. I know that I can make an impact. I know I'm the new celebrity in the world."*

Personalize your message

Now you have your message, you can personalize it and turn it into a movement where it can apply to anyone.

That's the conversion method – like my example above, where you can convert somebody into the belief system you have around what is real for them.



This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

