The Message That Moves Her Checklist

Make a copy of this page to edit and make your own. A simple checklist to help you make sure your message is clear, grounded, and leading aligned clients toward your offer with integrity.

Your Message

- ☐ My message is rooted in the work God placed in me.
- ☐ My message speaks to the woman I am called to serve now, not an older version of my audience.
- ☐ My message names what she deeply desires, not only what she is trying to avoid.
- ☐ My message makes the value of my work easier to recognize.
- ☐ My message sounds like me and reflects the way I actually lead.

Your Offer

- ☐ My offer is connected to a clear result she wants.
- ☐ My offer feels easy to explain in one or two sentences.
- ☐ My offer gives her a clear place to go when she feels ready for support.
- ☐ My offer speaks to the level of client I am ready to hold.
- ☐ My offer reflects the depth, care, and leadership I bring.

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Your Content

- ☐ My content carries depth without becoming complicated.
- ☐ My content helps her see herself in the desire she is ready to move toward.
- ☐ My content builds trust before I ever make an invitation.
- ☐ My content creates movement, not just agreement.
- ☐ My content naturally leads back to the work I am inviting her into.

Your Invitation

- ☐ My call to action is clear and simple.
- ☐ My invitation tells her exactly what to do next.
- ☐ My invitation feels grounded, not pressured.
- ☐ My invitation reflects confidence in the value of my work.
- ☐ My invitation gives aligned clients a way to say yes.

Final Check

- ☐ Does this message make the work God placed in me recognizable?
- ☐ Does this message help aligned clients feel the value of my offer?
- ☐ Does this message build trust and create movement?
- ☐ Does this message lead somewhere clear?
- ☐ Does this message feel true to the woman God is forming me to be?

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Notes:

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