

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.



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?



Notes:

