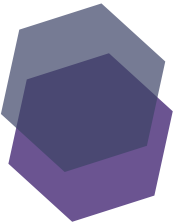
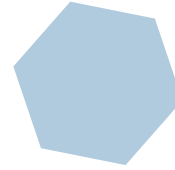
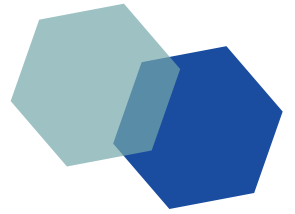
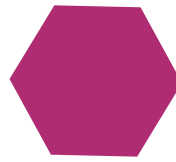


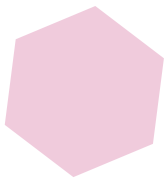
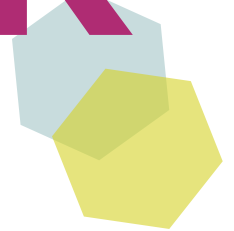


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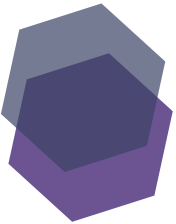
Promotional Wordsmith & Personal Scribe



PRE- VELOCITY PLAYBOOK



PRE- VELOCITY PLAYBOOK



LOGISTICS

**VELOCITY is a full-day self-promotion & storytelling experience—
—an intensive mash-up of loving advice, laser beam attention and rapid-fire copywriting.**

This PlayBook is designed to get you primed for the day, while taking me on a lightspeed tour of your entrepreneurial galaxy.

It's also a pretty neat story-exploration tool, if you're planning to repackage your skills & rewrite your shizz on your own. (And more power to you.)

Whether we wind up jamming together or not, I want you to remember that no one on earth can do what you do, in precisely the way that you do it.

So, crank up the Shakira (or the Shostakovich)... **and let's play.**

BASIC BOLTS

Full name ::

Email ::

Twitter ::

Facebook ::

Website ::

Blog ::

May I have your snail-mail address? (I'm all about hand-written thank you notes!)

PRE- VELOCITY PLAYBOOK



STORYTIME

:: Rustle up your current bio(s).

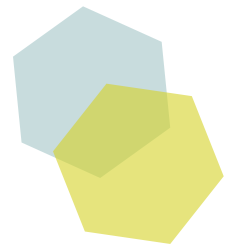
Copy & paste 'em here (or toss me some links).

:: List 3 things about your business (factoids / achievements / ooh-ahh story-points / awards) that you absolutely want to convey to your target audience.

- 1.
- 2.
- 3.

:: List 3 things you're really proud of—but wouldn't necessarily put on your résumé.

- 1.
- 2.
- 3.



:: List a few stylistic anchors that you'd like your business to emulate.

Including, but not limited to... Websites you worship with wild abandon. Products that make your heart go pitter-patter. Brands that reflect your desired aesthetic. People you think are sassy / sexy / enviably packaged & presented.

- 1.
- 2.
- 3.

PRE- VELOCITY PLAYBOOK



BORROWED WISDOM

:: **Scope out Danielle LaPorte's brilliant post: [what's on your stop-doing list?](#)**

Now, list 3 things that are abso-frickin-total-utely on your stop-doing list.

They don't have to be sensible—or even be in alignment with the laws of physics.

Just... zoom in.

- 1.
- 2.
- 3.

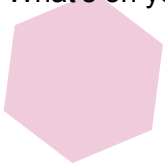
:: **Let's talk about...death!** Everyone's favorite topic.

Jim Morrison's tombstone says: *"Truth to your own spirit."*

Virginia Woolf's grave is inscribed with: *"Against you I will fling myself unvanquished and unyielding, O Death!"*

Karl Marx's final resting place declares: *"Workers of all lands unite. The philosophers have only interpreted the world in various ways; the point is to change it."*

What's on your hypothetical tombstone?

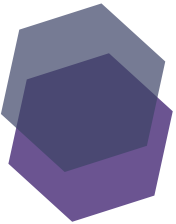


Or, if that's too grim to contemplate, [what's on your future résumé?](#)

PRE-VELOCITY PLAYBOOK



BORROWED WISDOM



:: **Let's talk about... clarity. And ideal clients.** (A little cheerier than death.)

As **Marie Forleo** 'splains in this interview with **Dave Navarro**, aka **The Launch Coach**:

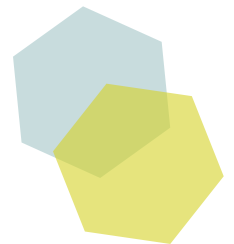
"My ideal clients don't need to be sold. They know who I am from my book, videos, interviews, newsletters and social media. They just want me to tell them what's up, why I'm doing what I'm doing, what's included, how much it costs and basically—help them see if my program is really a good fit."

Visualize your ideal customer (or audience participant, or client, or cult member).

Jot down 5 images or attributes that immediately pop into your head.

Could be gender... sexual orientation... age... education level... political stance... income level. Or they might be aesthetic qualities, like hair color... tattoos... piercings... clothing.

Try to be as specific as possible, without questioning your knee-jerk imagery.



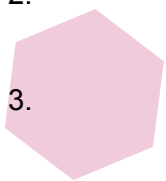
1.

2.

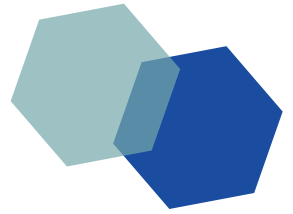
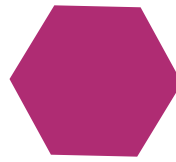
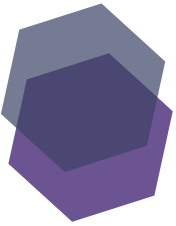
3.

4.

5.



PRE- VELOCITY PLAYBOOK



**WORDS!
WORDS!
WORDS!**

:: **Labels, names & titles are sacred soundbites.** (Especially when they're self-assigned.)

A few case studies...

Gala Darling is an accomplished writer, speaker, fashion model and online community-builder, with nearly 1 million monthly website visitors.

She could call herself a... lot of impressive things. But she's chosen to label herself an "**International Playgirl.**"

Dyana Valentine is a project coach, workshop leader and life skills instructor who helps her clients get unstuck and finish what they've started.

She could call herself a... consultant. But she calls herself a "Group Wrangler & Functional Muse."

My turn! I crank out promotional language for fiercely independent & socially-conscious entrepreneurs who want to inspire their readers, listeners, viewers, clients & customers to be more... of everything that matters.

I could call myself a... copywriter. But that would be... weak-sauce.

So I call myself a "**Promotional Wordsmith & Personal Scribe.**"

Let's pretend that whatever your current "job title" is (coach / writer / consultant / speaker / baker / barber / pole dancer) doesn't exist. The words simply aren't in the English language. Gone. Poof.

So, oh nameless one... what are you gonna call yourself?

(Turn the page for some thought-prompts...)

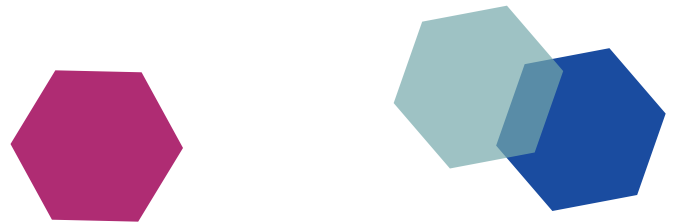
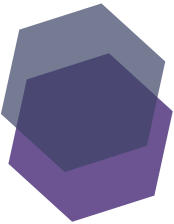
PRE- VELOCITY PLAYBOOK



muse	maven	mentor	healer
artisan	rabble-rouser	instigator	champion
crafter	scribe	interpreter	partner
seeker	whip-cracker	reformer	investigator
lover	fighter	designer	dynamo
practitioner	trainer	tester	tweaker
shifter	originator	intuitive	theorist
adapter	performer	curator	activator
launcher	adviser	assembler	balancer
optimizer	developer	counselor	influencer
generator	evaluator	negotiator	magician
alchemist	rehabilitator	warrior	architect
sage	sorcerer	negotiator	visionary
enthusiast	challenger	peacemaker	master

If none of the options listed above resonate—or if nothing springs forth from your mind, perfectly formed like the Greek goddess *Athena*—just jot down a couple hazy words or concepts that bubble up.

PRE-VELOCITY PLAYBOOK



GOALS! NEEDS! WANTS!

:: “Help ME help YOU,” **Jerry Maguire-style.**

I know you’ve got needs. And I want to know all about ‘em.

To help me grasp your tip-top priorities for our time together, choose 7 gotta-have pieces from the suggestions below—or make up your own. Nothing’s off-limits, off-topic, or off-color.

sizzling tagline	sharper bio	sales copy for my signature offering	memorable pitch
company description	homepage copy	press release boilerplate	list of product ideas
zingy one-liners for digital ads	brilliant manifesto	The World’s Greatest Contact Form, Ever	sustainable blog topics
distinctive service & product names	auto-responder for my mailing list	new job or business title	personal introduction (or, ‘cocktail line’)
opt-in newsletter invite	clarified vision of my ideal customer	captivating workshop or temeseminar topic	gut-reaction review of my online presence
title for my (soon-to-be-bestselling) book	pithy language for my business card	punchy byline for guest-posts & articles	‘thank you’ template, for beloved clients
keynote descriptions for hot speaking gigs	talk-back page, to collect testimonials	a better way to structure my whole effin’ website	media pitch, for my upcoming launch
jazzy phrases for my invoices, contracts, & other ‘boring’ docs	a personal rah-rah affirmation (for my private-eyes only)	strategies to build traffic, traffic, traffic	name for my first-born child

PRE- VELOCITY PLAYBOOK



List your 7 gotta-haves right here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

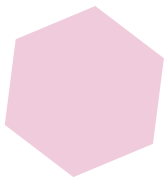
And now list 3 would-like-to-haves, as the icing on the cupcake:

- 1.
- 2.
- 3.

Scope & reality-check: My personal biz motto is: “under-promise and over-deliver.”

That being said, you can expect to walk away from your VELOCITY session with about 10 solid pages of (really fucking good) language. Depending on the scope of your business, that might cover your entire website—and then some. Or it might be the tip of the iceberg.

Either way, we’re going to cover major ground, and I’m devoted to leaving you dazzled. Your work in this PlayBook? Priceless preparation. **And thank you.**



PRE- VELOCITY PLAYBOOK



You're, like, totally done!

Deep breath. Exhale. Time for some kombucha tea and Finnish power-metal jams.
Or whatever floats your boat. No judgment.

Feeling juiced up and ready to roll? [Shoot me a note](#), and let's make a date.

A handwritten signature in black ink, appearing to read "Alexandra Franzen".

