



*3 questions to get*  
**MAGNETIC  
CLARITY**

... on your (real) expertise, your  
signature dance moves,  
and the results you can  
undeniably promise.

Created by  
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# A brief manifesto on *Magnetic Clarity*

When you're laser-lucid **CLEAR** on **WHO** you are & **WHY** you're extraordinary, life gets a whoooole lot more fun.

Jobs come a-calling. The media comes a-knocking.  
Opportunities gracefully sink into your lap.  
Clients genuflect on your doorstep.

True clarity is dazzlingly rare ... and completely mesmerizing.

When you've got it, **you get what you want**.  
And a few things you never knew you wanted.  
But do now. And *how*.

This wee-book is designed to help you get **MAGNETIC CLARITY** — on your (real) **expertise**, your signature **dance moves**, and the results you can **undeniably promise**.

And the grand finale? You'll craft a **Public Declaration of CLARITY**.  
One you can *use*.

**Print this wee-book out. Recycled paper, naturally.**  
**Scribble wild & free. Let it be easy.**

Now then. **Shall we ... ?**

# *Magnetic Clarity* Question 1

## 1. What are you an **EXPERT** on?

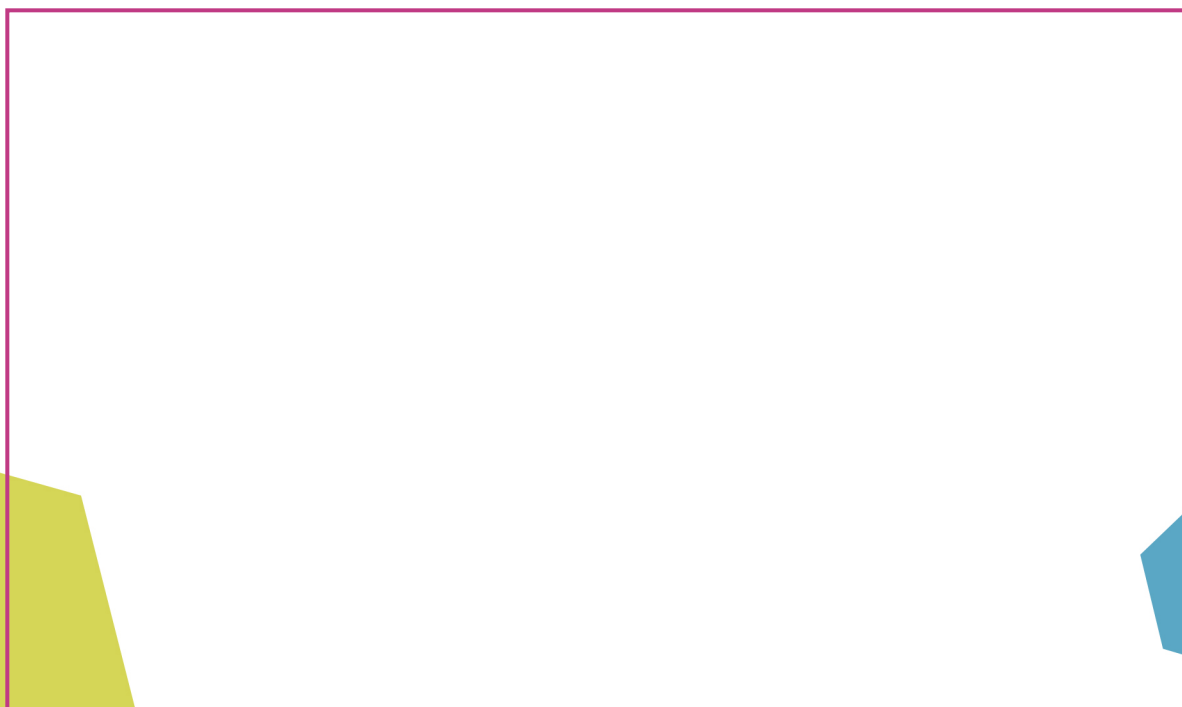
*Parenting under pressure? Eco-friendly jet-setting on a budget? Unabashed self-expression?*

*Minimalist style, decor & philosophy? Life & business goal-setting for precocious teens?*

*Raw-vegan-o-matic cooking & entertaining? The connection between social media & escalating levels of clinical loneliness? Zen-inspired floral arrangement? Ponies?*

Start by jotting down evvvvvvverything that comes to mind.

**You multi-magnificent Expert, you.**



# *Magnetic Clarity*

## **Question 1** (continued...)

**Now — chop your assortment of expertise down to THREE points.**

Just three. Your core agenda. Your zone of absolute certainty.

**I'm an expert on ...**

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

See any correlations between your three points?  
A theme? A sequence? A singular truth?

I'll bet you do.

# *Magnetic Clarity* Question 2

## 2. What are your signature DANCE MOVES?

What do you bring to every encounter, conversation, situation, playdate or workdate that is undeniably, distinctively YOU?

*Probing questions? A wicked sense of humor? Perfectly-timed literary quotes? A contrarian, Devil's Advocate attitude? A striking swagger of sensuality? Your well-traveled, culturally-attuned worldliness? Impromptu homework assignments? Gourmet snacks? Gargantuan SURPRISES?!*

**My signature dance moves are ...**

Your signature dance moves aren't gimmicky. They're not manufactured show-pieces. They're natural — so natural, you've probably forgotten how distinctive they are. They're what make you **unmistakable**.

And you can ARTICULATE and AMPLIFY them, to your advantage.

# *Magnetic Clarity*

## Question 3

### 3. What can you undeniably PROMISE?

*To everyone you serve?*

In other words — what are the party favors (literal or figurative) that people are gonna walk away with, after visiting the rave inside your brain?

Your promise can be manically specific —

*You WILL have an immaculately organized closet, and adore every piece of clothing you own!*

— or broad, emotional & visionary:

*I will infuse every member of your department with a sense of purpose & conviction — leading to highly-productive workdays, a wealth of fresh ideas, and more fluid collaboration.*

Whatever it is, your promise needs to feel tangible. Think: intensely-possible results.

**I can undeniably promise ...**

# *Magnetic Clarity* The Grand Finale

## Let's create your Public Declaration of CLARITY!

Grab your answers from Questions 1, 2 & 3, and let's roll ...

My name is \_\_\_\_\_, and I'm an expert on \_\_\_\_\_,  
\_\_\_\_\_ & \_\_\_\_\_.

If you're working with me, you can expect a few signature dance moves,  
like \_\_\_\_\_, \_\_\_\_\_ & \_\_\_\_\_.

And maybe the occasional \_\_\_\_\_.

And while I can't place a guarantee on anyone's destiny, I can  
undeniably promise \_\_\_\_\_ to everyone  
who commits to working with me.

That's my Public Declaration of CLARITY. And I'm sticking to it.

**BRAVO!**  
(I'm so proud of you.)

# About the Author

## Alexandra Franzen



**I want to live in a world** where emails are short, love letters are brave, and 'thank you' notes are scribbled by hand.

**I play** every day by making up songs about my toast, planning outfits for when I'm fabulously elderly, and dreaming up new ways to shine up & serve the world.

**I write** about how to be a better writer. Which really means I write about being understood. Which really means I write about LOVE.

### The basic nuts & bolts:

I've been spotlighted on over 50 blogs & radio programs on writing, communication, creativity and entrepreneurship, and in a handful of books, including *Grow Your Handmade Business*, *When Talent Isn't Enough* and *The Declaration of You!*

My first print book — *50 Ways To Say You're AWESOME* — will be released in September 2013. Mark your calendar. It's gonna be MEGA.

You can find me online at [AlexandraFranzen.com](http://AlexandraFranzen.com) & on Twitter at [@Alex\\_Franzen](https://twitter.com/Alex_Franzen). (I'm allergic to Facebook, but I still want to be your friend.)

XO.

A handwritten signature in yellow ink, appearing to read 'Alex Franzen', written in a cursive, stylized font.



**Want more?**

*I got you covered ...*

If you **LOVED** the prompts & questions in this wee-book, there's plenty more where that came from.

**Three things you can do next:**

1. Hop over to [my website](#) & explore all of my laser-lucid lessons on communication, writing, self-expression, creativity & entrepreneurship. (You might want to start with [these 15 posts](#). They're awfully popular.)
2. Register for a [WRITE YOURSELF INTO MOTION](#) workshop. It's a weekend of wordsmithery with me & 20 new friends. (My 2013 tour is sold out, but there's mooore on the horizon. See you on the road!)
3. Prance over to my [SHOP](#) and treat yourself to a script pack or wee-book. They're pretty, practical & delightfully playful.

**AND!**

If this wee-book — or any of my digital scribblings — made your day, made your week, triggered an epiphany, or helped catapult you forward, [tell me about it](#).

**No one on earth can do what you do, in precisely the way that YOU do it.**

**XO & thank you for being in my orbit.**



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Just use my full name & kindly link back to my website: [AlexandraFranzen.com](http://AlexandraFranzen.com)

You'll find my bio & headshots [right here](#). Gracias.