



COURAGEOUS WRITING

**Find your message, take a stand,
and use your words to change the world.***

****Even if some people are offended or don't like it.***

What is courageous writing?

- You have a point of view and you share it clearly.
- You say what you truly believe, not a watered down version.
- You take a risk. Emotional risk. Financial risk. Or both.
- You share your work publicly even if it's not "perfect" yet.
- You share true stories. (For instance: a story about a time when you made a mistake and learned a painful lesson.)
- You do the right thing even if nobody is watching, and even if it feels very uncomfortable.

What courageous writing means to me:

Why bother?

Why should you write and speak courageously? Why bother doing this?

- Because you will make a powerful impact on people's minds and hearts.
- Because you will be memorable and distinctive.
- Because you will attract the right clients and repel the wrong ones.
- Because you will make more money.
- Because you will feel proud of yourself.
- Because you will create a positive ripple effect in the world.
- Because you will be a role model for those watching you. You will inspire others to be courageous, too.

What is your big message?

Imagine a massive blank wall. 30 feet tall. 100 feet long.

Thousands of people will walk past this wall daily.

You get to paint a message onto the wall. Any message you want. What's the message you want to share?

What is your point of view?

You might have a perspective, opinion, or way of doing things that is different from other people in your industry.

What is it?

Most people in my field believe _____. However, I have a different point of view. I believe _____.

When clients hire me, they often believe _____. But this belief isn't necessarily true. Through working with me, they realize _____.

It breaks my heart when I see _____ because there's a better way! I want people to know that _____.

What are you afraid to say?

When it comes to my business, I'm afraid to write / say / do...

I feel afraid because...

If your hero was watching...

Imagine you're about to do something courageous—like publish a blog post, send a newsletter, get onstage, tell a vulnerable story, ask a client to hire you, or something else that feels “risky.”

You're thinking about backing out. Maybe not today. Maybe it's not the right time. It's too scary.

Just then, your hero calls you...to give you a pep talk.

Who is your hero? What would your hero say to you?

Live and write and speak like your hero is watching.

Risk and Rewards

We often shy away from courageous writing...because we're afraid the cost will be too great.

"I can't afford to lose money." "Clients won't like me." "I might lose subscribers or followers." "What will Uncle Bob say?!"

There is a cost if you remain passive and silent.

And, there is a cost if you choose the courageous path.

The cost if you remain silent is ultimately so much greater.

And the rewards for your courage are massive. Clients raving about you. Fan mail out of the blue. Invitations to speak and teach. Media coverage. Lives you have touched deeply. Close, intimate relationships. Pride in yourself.

It is actually "riskier" to remain silent.

Courageous Writing Challenge

1. What is something you've been afraid to write or say?
2. What is your old attitude about this (“It's too scary,” “Too risky,” “I can't do it” “Nobody will care”)?
3. What is your new attitude going to be? (“I am brave enough,” “I can handle the risk,” “The rewards are massive”)
4. If your hero was watching, what would they say to you?
5. Whatever you're afraid to write or say, today is the day! Do it. Decide where you will share (blog, newsletter, social media, private conversation with a friend, anywhere you want) and do it today.

Extra credit:

Email me (alexandra@shyatt.com) to say, “I DID IT!”

I will send a reward back to you. :)