



# YOUR MESSAGE & MANTRA

To articulate your message in a way that will enchant and attract the exact audience who will gladly pay for the value you offer, you will now tie together all the discoveries you've made in the previous chapters of your *PlayBook*.

**Start With Your WHY ~ What are the beliefs that drive your action?**

**List Your Core Values Here:**

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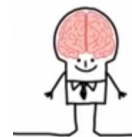
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**What is your current creative endeavor?**

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*“Communication sometimes is not what you first hear; listen not just to the words, but listen for the reason.”*  
~ Catherine Pulsifer



**What is your Vision? What are your dreams for the possibilities, and what outcomes are in play to make your message important?**

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**What is your Mission? What are you doing to fulfill your Vision?**

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**Who's your WHO?**

**Who do you want to enchant and attract with this message?**

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# Now put it all together in your Purpose Statement:

***I believe that ( Your WHY/Core Values)  
and the purpose of my (Your Creative Endeavor)  
is to (Your Mission and your Who)  
so that (Your Vision).***

## **Example:**

I believe that connection, communication, and co-creation are the core of happiness and success, and the purpose of The CoCreation Community is to support Creatives working together so that their Voices and messages will be heard and their positive impact will make the world a place where all will thrive.

## **Your Turn. My Purpose Statement:**

**I believe that** \_\_\_\_\_

**and the purpose of** \_\_\_\_\_

**is to** \_\_\_\_\_

**so that** \_\_\_\_\_.



# Mantra:

a word or short phrase that is often repeated and expresses a particularly strong belief.



The fewer words we use, the more impact they have, and the more memorable they will be. This your **Mantra**. Like repeating a mantra as part of a spiritual practice, we repeat this mantra consistently when communicating our message in our online presence and with our social media posts. We POST with PURPOSE.

**Think about your WHO and the words that will enchant them. Make a list of enchanting words that are either your Core Values or aligned closely with them. You may want to take a look at WHERE your WHO hangs out, look at what they are reading, watching, and see if there are words consistently coming up.**

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## Articulate your Purpose Statement as a MANTRA:

- Use the words in the list you made above
- No more than 10 words
- Use Verbs rather than adjectives
- Be humble
- Show transformation



Example:

"CoCreate, Communicate, Ignite Change~Together!"  
~The CoCreation Community

## My Mantra:

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