



Admin Team &lt;team@couragewithjj.com&gt;

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## Tanya - Session 2/ In-Person

2 messages

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**Admin Team** <team@couragewithjj.com>  
To: tanya bartley <gaynor.bartley@gmail.com>

11 November 2024 at 19:12

**Hi Tanya,**

What a session we had on Saturday! You even had me ministering, LOL :)

Seeing and feeling your sincerity was very powerful.

I received your email with the updated worksheet, which I'll review and get back to you on during our check-in.

In the meantime, here's a recap of the areas we covered along with your homework, tasks, and resources:

### Reflective Writing Exercise

- **Your Personal Story:** Start by writing out your story as we discussed. This will help you identify which parts you feel comfortable sharing and which you may want to keep private. Your story is the foundation of your brand identity, helping you connect authentically with your audience.
- **Letter to Your Former Self:** Follow up by writing a letter to your former self. This will allow you to tap into empathy and shape your message in a way that aligns with the transformation your ideal clients are seeking.

### Content Planning & Strategy

Your content planner is attached as a spreadsheet to help you map out themes and plan your content in advance for consistent, purposeful posting.

- **Content Pillars and Emotions:** Outline the key emotions and content pillars we discussed. These themes will guide your messaging and attract the right audience.
- **Calls to Action (CTAs):** Use the CTA examples we discussed to encourage engagement and community interaction in your videos.

### Brand Identity & Messaging

- **Define Your Brand Identity:** Clarify your personal brand values and mission. This includes defining your brand tone, personality, and voice to resonate with a luxury empowerment product line.
- **Outline Key Values and Messaging:** Identify the core values and unique messaging that will speak directly to your ideal client.
- **Refer to the Brand Muse:** Use the Brand Muse we shared in our last session to refine your brand tone, personality, and voice.

### Content Creation Strategy for TikTok

- **Map Out Content Themes:** Use the spreadsheet to map out content themes for TikTok to build your audience (e.g., affirmations, mental health tips, topics to talk about in your videos).
- **Engage Followers:** Ask questions and share empowering messages to encourage audience interaction.

I will check-in with you on Tuesday evenings which will be a Whatsapp message, I can reply by message also, you can ask follow-up questions in the Savvy Business Clinic on Wednesdays if you wish.

[Here is the link for your drive where you can store documents.](#)

Let me know if I have missed anything that you are expecting - and any future In-person session we will record on Zoom so you have a video and summary.

Any questions? You good?

Chat soon!

**JJ**

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**tanya bartley** <gaynor.bartley@gmail.com>  
To: Admin Team <team@couragewithjj.com>

11 November 2024 at 20:49



tanya bartley reacted via [Gmail](#)  
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