

### HOW TO CREATE MOVEMENT BASED MESSAGING

Identify The Lies Being Told To Your Clients In Your Industry	What Lies Are Your Clients Telling To Themselves?	What Lies Are YOU Telling Yourself About Being A Movement Maker

What are all the things wrong in your industry that your product/process provides a solution for?

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### HOW TO CREATE MOVEMENT BASED MESSAGING

Describe the Promised Land You Can Confidently Lead People Into:

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What Identity Shift Are You Giving Your People?

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#### MANIFESTO BUILDER

LIES

PROBLEM

PROMISED LAND

IDENTITY SHIFT

## Notes:

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## Notes:

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