

# THE NATURAL LAW METAPHOR

In this messaging framework, the goal is to illustrate the truth of a concept by comparing it to natural, universal laws. The analogy paints a picture in their mind, helping them understand the concept on a much deeper level than if you were to just plainly state it.

## SPECIFIC EXAMPLE:

"Success in your meditation practice is like a river. The more you fight the current, the harder it is. Fighting the current is like trying to change your thoughts or force your mind to be quiet. The harder you try, the harder it becomes to achieve your aim. Instead, go with the current. Simply observe the mind and body without trying to change anything about it. Total acceptance dissolves the resistance that keeps thought forms alive."

## ADDITIONAL METAPHORS:

Compare the growth/change of something to the growth/change of something in nature, such as a tree, a flower, planets, seasons, or an animal.

Talk about speed of growth, cycles of growth, stages of growth, or the process of growth and how it compares to the concept you are helping someone understand.

The flow, evaporation, condensation, or state-change of water

The cyclical nature of the seasons

The emergence of a tree from a seed

The nature of sowing and reaping, giving and receiving

The organic cycle of decay and regrowth, death and rebirth

The laws of physics (gravity, momentum, inertia, etc)

# THE COMMON UNSEEN MISTAKE

In this messaging framework, the goal is to point out a common mistake people are making that costs them time, money, effort, or all of the above. Point out why people don't realize the mistake and then offer a strategy or solution that reduces or eliminates the wasted time, money, or effort.

## SPECIFIC EXAMPLE:

"Almost every single musician I see is making this mistake, and it's the #1 thing preventing them from actually making a living from their music. I used to think that the key to success as a musician was to just make great music. I thought it would just spread on its own if people liked it. But here's the truth: it doesn't matter how great your music is if people don't know about it. And if enough people don't know about it, it doesn't mean your music isn't good enough. It might just mean you're not promoting it effectively. Making good music is key, but what's more important for your financial success is knowing how to market that music to the masses."

## FRAMEWORK:

Nearly everyone I see is (making this common mistake)

And it's preventing them from (getting desirable result)

I understand (why doing this seems like the right thing to do or focus on)

I used to believe this too (insert personal story or anecdote)

But what I discovered is (why this holds them back and why there's a better way to do things)

(Optional call to action inviting them to learn how to do things the better way and avoid all the struggles that come from making the common mistakes)

# THE BRUTAL HONESTY CALLOUT

In this messaging framework, the goal is to be polarizing and state a truth that may be uncomfortable (but necessary) for people to hear.

## SPECIFIC EXAMPLE:

"Here's the truth most aspiring entrepreneurs don't want to hear...according to the statistics, you're most likely going to fail. The odds are not in your favor. However, if you learn from those who have already paved a path to success, and model their behavior, you can avoid becoming an unfortunate statistic. It's going to require doing things most are not willing to do, but how else to expect to rise to the top? If you do what most do, you'll get the same mediocre results most get."

## FRAMEWORK:

Call out an uncomfortable truth, a mistaken assumption, or something people know deep down but are afraid to say.

Give a story, example, or explanation of why this truth is so important to realize or understand.

Talk about the positive results that can come from fully owning this truth.

Call to action (your choice)

# THE COST OF INACTION

In this messaging framework, the goal is to clearly describe the cost of inaction and failure to change, which people often overlook. People generally don't change unless the pain of remaining the same becomes very uncomfortable. Describing the cost of inaction is a great way to motivate someone to make a needed change in their life.

## SPECIFIC EXAMPLE:

"You're getting by in your relationship, but it's kind of "meh." Everything seems fine for the most part, but it's not exactly what you dreamed of when you first got into it, is it? You may exist in this state of "meh" for a while, but a relationship that isn't improving is decaying. I learned that the hard way. Everything seemed okay in my relationship, and then BAM, everything we were sweeping under the rug for so long came to the surface all at once. It nearly destroyed us. What doesn't get addressed now will come back to bite you later. My recommendation is to spare yourself the future pain and take action now to guarantee you and your partner's longterm success and fulfillment."

## FRAMEWORK:

Talk about the current less-than-desirable state and how momentum will inevitably lead to this situation getting worse over time.

When possible, tell a personal story about how this happened in your own life. Talk about the often overlooked signs that things are heading in the wrong direction.

Paint the picture in their minds of how painful the future scenario will be if they don't change the pattern and break the cycle now.

Explain how there is a solution that guarantees growth instead of decay, and how bright the future can be when you implement it.

Give a call to action to learn more.

# THE BEST OF BOTH WORLDS

In this messaging framework, the goal is to break someone's belief about only being able to have one of two options. Often people limit themselves by thinking they have to sacrifice one thing for another, when in fact they can have both things. Creating a strategy to help people achieve that balance will make your solutions more desirable.

## SPECIFIC EXAMPLE:

"I used to believe that I had to give up my favorite foods in order to lose weight and keep it off. Then I stumbled upon something called (insert your unique method or process) and realized that I could lose weight while still enjoying my comfort foods from time to time. In the past, dieting always felt like a sacrifice, and so I could never keep the weight off. Now it feels so much more sustainable, and I'm actually thoroughly enjoying it."

## FRAMEWORK:

I used to believe that (insert a limiting belief about only being able to have one of two options, i.e. sacrificing one thing in order to get another).

Talk about the struggle and what it felt like to sacrifice

Talk about the moment you realized you didn't need to sacrifice, possibly due to a discovery or invention of a new method, process, or system (better if this is your own proprietary process)

Talk about how this new way is superior to the old way of sacrifice

Call to action to learn more about the unique process

# THE DEEPER PROBLEM

In this messaging framework, the goal is to help someone realize the deeper root of their problem. Often, we might think our problem is one thing, when in fact it is stemming from an even deeper problem we are unaware of. By dissolving the “roots” of our problems, we can prevent them from continuing to resurface in our lives.

## SPECIFIC EXAMPLE:

“The real problem in your relationship is not your partner’s behavior. I used to blame my partner for all the problems we were having in our relationship, until I realized that the real problem is something much deeper. I started to see that how he acted towards me was also a reflection of how I perceived him, and vice versa. I started to take responsibility for the way I saw my partner instead of putting all the blame on him, and that’s when everything started to change for the better. I started to see only the good in him, seeing that it was only his pain and trauma that caused him to act the way he did. When I stopped judging him, it stopped re-triggering his traumas, and his behavior then changed for the better. But it started with my decision to change my perspective. That is the key. Change the way you look at things, and the things you look at will change.”

## FRAMEWORK:

State the problem or symptom of the problem they might be dealing with. If possible,

tell a story about how you learned that this wasn’t the “real” problem at all.

Talk about the shift that happened in your life or someone else’s that allowed them to see the deeper root of the problem.

Explain how addressing the deeper root of the problem can lead to dramatically different results.

Call to action (your choice)

# I USED TO BELIEVE

In this messaging framework, the goal is to break someone's limiting belief through the telling of a personal story. The goal is to help them see the problem/solution from a new perspective so that they are empowered to make a change using a superior solution of some kind.

## SPECIFIC EXAMPLE:

"I used to believe that losing weight was all about cutting my calories and exercising more. But after years of trying different diet and workout plans, but never hitting my true goals, I realized there had to be something I was missing. I thought about it deeper. 'Why do some people seem to achieve their fitness goals so easily? Why do some people never struggle with their weight at all?' Then it hit me. It's about identity. Some people, athletes for example, have an engrained identity of being a 'fit' person ever since a young age, and because of that, they rarely if ever struggle to stay fit, even in their older years. In that moment I saw the truth: that weight loss has so much more to do with mindset than it does with the specific actions we take, because those actions stem from our identity. So without an identity shift, any weight loss will be temporary at best. We will slip back into old habits eventually, because those habits are aligned with our old identity. True and lasting change requires an identity shift. That's the key."

## FRAMEWORK:

I used to believe (insert a common limiting belief your target audience might hold)

Then I realized how wrong I was (tell the story of struggle and how you came to realize that there must be a better way to do things)

Everyone tells you that (old way) is the best way to (achieve specific outcome)

But if that's true, then why does (insert example or reason why the old way is not effective in many cases)

After struggling, I realized (why the new way is better)

If you want to learn more about (the new method/strategy), then (insert call to action).

# THE POINT OF HIGH DRAMA

In this messaging framework, the goal is to peak curiosity using emotional storytelling.

Instead of starting in the beginning of the story, we start in the middle, right at the point of highest drama. Ideally, the story has an element of redemption and a happy ending.

## SPECIFIC EXAMPLE:

"The landlord handed me the eviction notice. My stomach sank. In that moment it hit me, I was a failed entrepreneur. I sat down, feeling rage, then sadness, then a sense of hopelessness. How could I have let things get to this point? They say it's in our lowest moments that we become truly open minded and ready to change. This was a turning point for me, the moment when I realized that I couldn't treat my business like a hobby anymore. It was sink or swim, and I chose to swim."

## FRAMEWORK:

Start at the point of highest drama, using descriptive language that evokes strong emotion whenever possible

Describe the turning point, when a key lesson was learned or a key event happened that started to change things for the better

Extract a lesson from the struggle and talk about how it changed your perspective

Optional call to action, inviting anyone who's currently going through something similar to get help from you

# THE LINEAR ROADMAP

In this messaging framework, the goal is to pave a clear path from where someone is to where they want to be. By creating a system, process, or framework of some kind, we position ourselves as a helpful guide. By introducing a multi-step approach to solving an important problem, we also create curiosity and increase the chances that someone will pay attention to our entire message.

## SPECIFIC EXAMPLE:

"Here are the 4 things I did in the last year to go from making \$30,000 per year to making \$100,000 per year in my coaching business. Step 1. I narrowed my niche and got clear on who was the best fit for my coaching. Step 2. I focused 80% of my time and energy on improving my offer and my marketing message. Step 3. I raised my prices so I could serve my clients better and get them even better results. Step 4. I stopped doing all the things, and simplified my business to one social media platform and one core offer. If you want help growing your coaching business, send me a message."

## FRAMEWORK:

Here is the process/system/framework/steps I used to (achieve specific outcome)

List the steps and provide insight (for maximum impact, some of your steps should be controversial or go against the grain of common advice)

Option call to action to learn more

# CALLING OUT THE ENEMY

In this messaging framework, the goal is to call out an “enemy” or place blame on an external force in order to relieve the guilt or shame someone might feel for having a particular problem. With a reduction of these feelings, a person has a better chance of solving the problem. The goal is to move from blame to acceptance to empowerment.

## SPECIFIC EXAMPLE:

“Chances are, it’s not your fault if you’ve been struggling to lose weight and keep it off. Why? Massive corporations are sneaking unhealthy ingredients into common foods that are ordinarily considered healthy. Just look at the amount of sugar in this oatmeal, or in this can of peas. These companies know if they can sneak sugar and other ingredients into these foods, that you’ll be more likely to consume more of them. It’s all about the money. Sugar, after all, has been shown to be as addictive as cocaine. So don’t feel bad if your dieting efforts haven’t yielded the results you’d hoped for. This time around, however, you can buy your food with more awareness. If you want to know what to look for and what to avoid when it comes to shopping for healthy food, download my free healthy shopping guide below.”

## FRAMEWORK:

It's not your fault if you've been (struggling with a specific problem)

Call out the “enemy” who is creating the problem

Explain why the enemy's way is inferior

Introduce a new and better way to do things

Optional call to action to learn more

# MAKING SMALL THINGS BIG

In this messaging framework, the goal is to shift a person's behavior for the better by illustrating how small things can compound over time to create big things (positive or negative). What is perceived as "small" often stays out of our awareness (and therefore goes unaddressed). Seeing the true significance of these "small" things and the consequence of not addressing them, we are forced to confront our habits and consciously decide whether or not we want to change.

## SPECIFIC EXAMPLE:

"A little midnight snack, just a few hundred calories. Can't do much harm, right? A few slices of pizza a couple times a week. No big deal. There's no noticeable difference compared to last week when you look in the mirror. But year over year? Those little midnight snacks are adding up, aren't they? The small things seem relatively insignificant in the short term, so we rarely think twice about the not-so-healthy things we put into our bodies, or our minds. But when you look at your life in terms of years and decades rather than days and weeks, you start to see that those "small" things are actually BIG things. This is good news, because the positive is created in just the same fashion as the negative. One small decision at a time."

## FRAMEWORK:

Illustrate the common experience of living out a particular habit that seems relatively insignificant in the short term

Paint the picture of how this small, harmless habit turns into something much bigger over time (positive or negative)

Use personal stories or examples from your own life or someone else's when possible

Optional call to action to take charge of these "small" things in order to create the BIG outcomes they desire in their life

# THE GREAT PARADOX

In this messaging framework, the goal is to change someone's perspective by showing the paradoxical or counter-intuitive nature of something. Often, the answers to our problems are the opposite of what we'd expect. In many cases, this means our problems are easier to solve than we previously thought. By highlighting these counter-intuitive solutions, we can shift a person's belief and give them hope of a better future.

## SPECIFIC EXAMPLE:

"For years I struggled with depression. I wanted so badly to be free of it. So I began studying personal development and reading dozens of self-help books in an attempt to cure myself. I watched motivational videos, changed my habits, and used pure determination to change my life circumstances. Things changed on the outside, but the depression remained...In a bout of pure despair, I cried out to God and asked "WHY?" In that moment, something within me said, "Just surrender." And my tears of sadness suddenly turned to tears of joy as I realized that the very reason for so much of my struggle was my belief that struggle itself was the answer. Seeing that I was wrong was like the weight of the world being lifted off my shoulders. So often we believe that things can only be accomplished through willpower and effort, but perhaps the very thing we believe is going to solve our problems is the very thing delaying our breakthrough."

## FRAMEWORK:

Start by stating the problem or telling a story of struggle

Imply or state the false belief you or someone else had (how you thought something would solve the problem but it didn't)

Explain the moment of realization when your belief was changed

Explain how the new way of thinking/doing solved the problem and/or made you feel better

Optional call to action

# THE UNIQUE METHOD

In this messaging framework, the goal is to spark curiosity and capture attention by presenting a unique way of solving a problem and giving it a unique name. We may be sharing ideas that are not that groundbreaking, but by organizing our ideas into unique systems and giving them unique names, we make the whole greater than the sum of its parts. Our ideas automatically become more impactful because we're able to capture more attention for longer periods while solving real problems.

## SPECIFIC EXAMPLES:

"How I dissolved my social anxiety using the power of *Neuro-Feedback Mechanisms*"

"How to increase your results with paid advertising using the *C.A.L.M Scaling Method*"

"How learning my *Love Language* (an already existing method) transformed my relationship."

"How to burn belly fat faster using this strange 4-step *Keto-Adaptation System*."

## FRAMEWORK:

How to [achieve specific result] in [specific time frame] using [unique method]

I [solved specific problem] using [unique method]

How you can [get specific result] using the power of [unique method]

This [unique method] took me from [undesirable state] to [desired outcome]

# THE VISUAL FRAMEWORK

In this messaging framework, the goal is to take any useful concept and make it visual. This creates curiosity, keeps attention, and facilitates deeper learning. It automatically makes your message stand out and positions you as more of an expert. Show, don't tell - is a basic principle of persuasion that will serve you greatly to always keep in mind.

## SPECIFIC EXAMPLES:

Instead of saying, "here are the 4 steps to \_\_\_\_", actually show the 4 steps in writing on the screen or inside a visual framework of some kind. Showing only one step at a time is also a good way to create more curiosity and keep attention.

Try to think of what your idea looks like in imagination. Could you use an analogy or metaphor to describe it? If so, show a picture to illustrate the concept. For example, if you're talking about a journey towards a desired outcome, you could illustrate it using the analogy of climbing a mountain.

Even when not showing the concept visually, use descriptive words that paint a picture in someone's mind.

## WAYS TO USE:

Use analogies and metaphors to paint a picture in someone's mind

Use diagrams and flowcharts to show the connection of ideas

Use visual frameworks to explain complex systems in a more understandable way

Use pictures, mockups, and illustrations to show what you're talking about

Add text captions or any other visual element to video content to make it more unique and compelling

# THE PERFECT SCENARIO

In this messaging framework, the goal is to provide inspiration by challenging pessimism and painting the picture of the best case scenario. It is to encourage their dreams and not allow them to fall into the trap of self-doubt and lack of belief.

## SPECIFIC EXAMPLE:

"Imagine if all your doubts were wrong and all your plans really worked out. Imagine if your business really gave you the freedom you thought it could. Imagine waking up knowing that you get to choose how you spend this day. You start the day with peace. You take it slow. No rush to get anywhere, no rush to start work, because the money flows in regardless. You just get to do what you love. The byproduct: Abundance. Well guess what? There's no reason this can't be your reality. So stop doubting. It's time to move forward with full confidence and faith."

## FRAMEWORK:

Imagine if (paint the picture of the best case scenario - tell in story format when possible).

Challenge their doubts and/or explain why their doubts are not helping them.

Encourage their dreams and explain why it's possible for them.

Call them to some sort of action.

# THE LAW OF EMERGENCE

In this messaging framework, the goal is to explain how the outer world (results) is a reflection of one's inner world (beliefs, emotions, thoughts). The 'fruit' comes from the roots. "Believe it and then you will see it." Plant the right seeds in your mind and "reality" will mirror your internal state of being.

## SPECIFIC EXAMPLE:

"I used to wonder why no matter what I did to try to lose weight, nothing worked for more than a short period of time. Then I read a book called "Psycho-Cybernetics" and everything changed. In the book, the author talks about how plastic surgery patients would get major operations to change their appearance to look more beautiful, but they would still see themselves as "ugly" no matter how great they looked to others. The book made me realize that my weight problems were really stemming from my beliefs about myself. No matter how much effort I put into changing what I did, my internal world, which hadn't changed, would make sure I found a way to sabotage myself at some point. I never lost the weight and kept it off until I made it my mission to change the way I viewed myself. With a healthier view of yourself naturally comes a healthier body. It's no longer an "effort." It's just part of my identity now. It's who I am. A healthy person."

## FRAMEWORK:

Call out the problem or tell a story about your personal experience with a specific problem.

Explain the moment of insight when you realized that your surface-level problem wasn't the actual problem.

Tell the story of transformation and how internal changes brought about external changes.

Encourage the reader/viewer and explain actions they might take to change their thoughts, feelings, and beliefs as to bring about change in their external circumstances.

# THE CONTROVERSIAL PERSPECTIVE

In this messaging framework, the goal is to be polarizing and controversial by stating a belief that a large percentage of people would disagree with. Challenge the status quo. This works well for video content designed to go viral because it attracts a lot of comments and engagement.

## SPECIFIC EXAMPLE:

"If you don't make an effort to become wealthy, you're selfish. Please tell me, how are you going to truly make a difference in this world if you have no resources at your disposal? I used to believe it was selfish to pursue money, until I was broke and couldn't support my family, then my views changed. Money is a powerful tool that can be used for good or evil. But if you're a good person, which I'm sure you are, then it is selfish of you to not make more money, because you're the very kind of person who would do great things with it."

## FRAMEWORK:

Directly state the controversial perspective in one sentence.

Ask a question that challenges the common belief system.

Explain how the common belief system kept you stuck in some way.

Tell the story of how your life got better when you changed your perspective. Explain why your perspective has more merit than the common way of seeing things.

Describe the benefit to the viewer (why are they better off believing this?)

# THE VULNERABLE ADMISSION

In this messaging framework, the goal is to be extremely relatable by sharing something uncomfortable about yourself that a lot of people could sympathize with. The willingness to share so openly will gain people's trust and respect. Doing this often will help you build a loyal group of followers.

## SPECIFIC EXAMPLE:

"I'm afraid to admit this, but I feel super insecure everytime I go to make a video. I have this feeling like everyone is going to judge how I look, how I speak, how I express myself. I feel dreadful when I get a negative comment, and sometimes it makes me want to quit this forever and go get a regular job. I don't think people realize how hard it is to be in the public eye. We might get on here and look like everything is fine, but no one knows the struggles we go through behind the scenes. Everyone is fighting a hidden battle, so please, let's be kind to each other."

## FRAMEWORK:

Start by admitting a weakness or describing an embarrassing situation you found yourself in.

Tell the honest, raw truth about how you feel and what you're struggling with.

Turn it into a positive insight or lesson learned (because ultimately we're here to inspire people, not garner sympathy)

# THE UNLIKELY HERO

In this messaging framework, the goal is to make yourself relatable by sharing the story of your success as an “ordinary” person who didn’t necessarily see themselves as a leader or someone capable of great things. This helps the viewer see themselves in you, which increases the belief that they can have a breakthrough too.

## SPECIFIC EXAMPLE:

“I was just a shy 21 year old kid with no confidence in myself. I didn’t plan to be here speaking on stages. This was the last thing in the world I would have chosen for a career. But I feel like God put this message in my heart, and sharing it is my way of honoring Him. I’m just an ordinary guy, like most of you in this room, but that doesn’t mean we can’t do extraordinary things. We all have a message worth sharing. And as we give in the spirit of service, we are blessed with more than we could ever need. If you want more, give more. There’s no one here who can’t do that, so the success you see I’ve had is just as possible for every one of you. I truly believe that.”

## FRAMEWORK:

Tell the story of your humble beginnings.

Talk about how you used to not believe you could end up where you are now.

Talk about the struggle and adversity you went through to become the person you are today.

Stress the fact that you are not special.

Encourage the viewer to believe in themselves.

Call them to action.

# THE REPORTER

In this messaging framework, the goal is to report on events, discoveries, or observations.

Instead of positioning yourself as the “expert” you are just acting like a reporter who gathers information and then provides it in an easy-to-consume format. This is the perfect way to share your knowledge if you are a beginner looking to gain an initial following without pretending to be an expert.

## SPECIFIC EXAMPLE:

“I read this amazing book the other day called “The Dream Giver” and here are the 3 biggest takeaways. 1. If you have a dream, it means its possible, otherwise that dream wouldn’t have been given to you. 2. Don’t share your dreams with others because most will only plant seeds of doubt in you. 3. There will be several tests and challenges along the way. These are not meant to make you quit. They are meant to prepare you for the next level. I know I’ve struggled immensely with self-doubt, but this book helped me to believe in myself more. I’ll be reading more books like this and sharing what I learn, so make sure to follow me if you found this helpful.”

## FRAMEWORK:

State the event/observation/source of discovery and what the viewer is going to learn or how they are going to benefit from it.

Report on the facts, learnings, or observations.

Relate it back to your own life or a common struggle when possible.

Optional call to action: follow you for more on this topic.

# THE SHAMELESS PITCH

In this messaging framework, the goal is to make it clear from the very beginning that this is a pitch (usually for a product or service). By being direct, unapologetic, and honest, you will automatically gain people's trust. You will also capture the attention of people who are specifically interested in what you are selling.

## SPECIFIC EXAMPLE:

"If you're a service provider struggling to get leads and clients, I have an offer you'll find hard to refuse. In less than 30 days, I'll design and implement a custom-made 'visual selling system' into your business that will at least double your number of leads and customers, without any other changes to your business. I guarantee these results, or else I'll keep working with you for free until you achieve them. To learn more, go to VisualSellingSystem.com (hint hint, this is what I can do for you, the one reading this now)."

## FRAMEWORK:

If you're a [insert description of ideal client], here's what I can do for you.

I will help you [achieve main benefit] in [specific timeframe] without [thing they don't want]

Insert a risk-reversal, such as a guarantee.

Call to action for how to get access or learn more.