Foundational Phrase Guide

A great foundation phrase:

1. Has a key message or belief

2. Has 2 contrasting parts to it. Has a duality.

3. Creates curiosity and makes the reader or listener want to know more.

4. Is often short and easy to remember

5. Is not a statement where people can easily agree or disagree

6. Is not something common or easily found on google (the internet)

Possible characteristics of a foundation phrase

\* short.

\* rhymes.

\* is contrasting.

\* uses alliteration.

\* is surprising.

\* is someone's wise saying.

\* is immediately actionable.

Here are 3 examples of foundation phrases. Use them to generate similar types of foundation phrases.

Everyone communicates, few connect.

Success in fitness isn't’ just about WHAT you do, it’s about WHEN you do it.

If you are a nobody, your words of wisdom may seem like bullshit. When you are somebody, your bullshit may seem like words of wisdom.