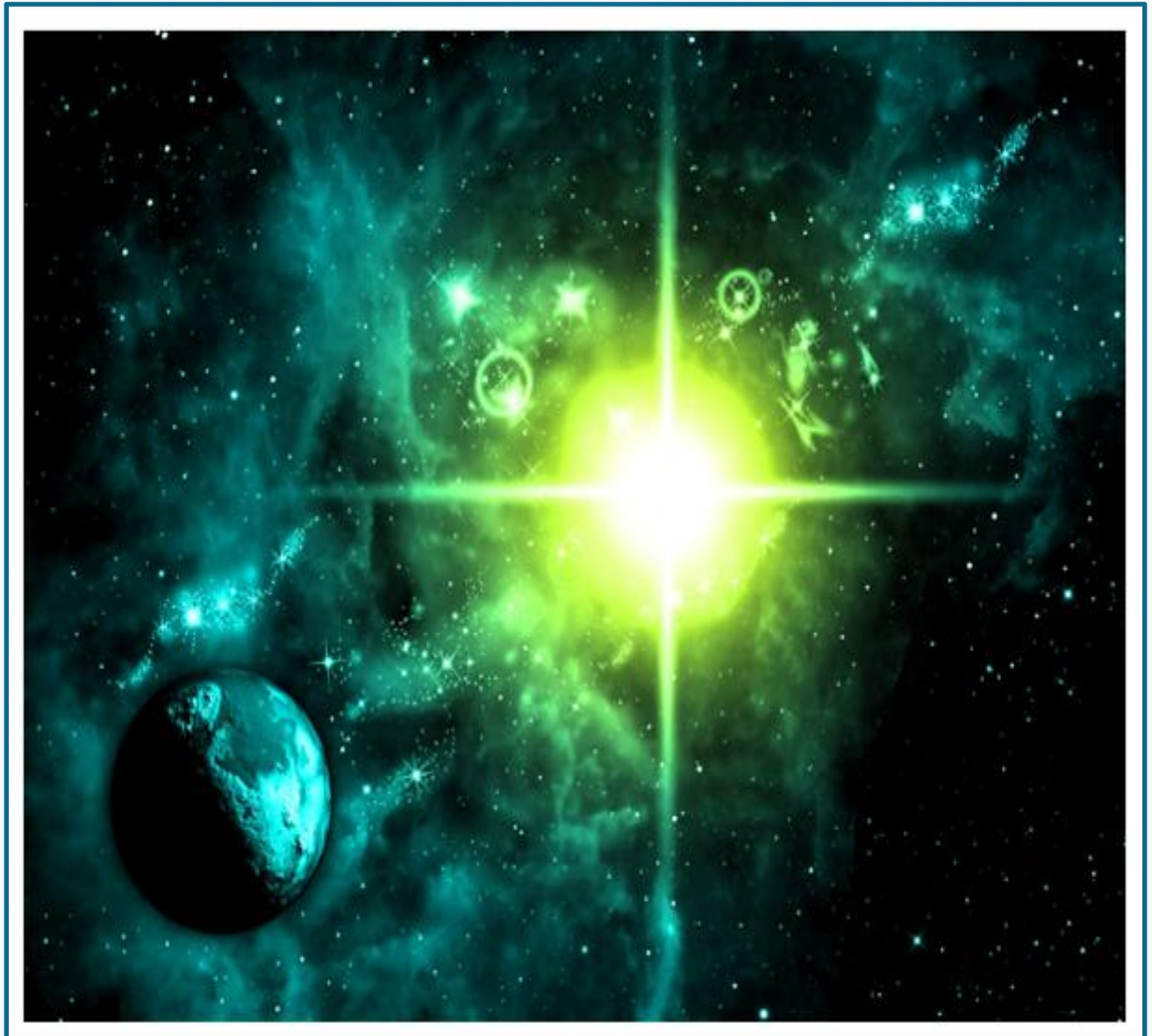


Your Distinctive Essence

A Message Assessment



What's your distinctive essence?

You're not the only person who does what you do. But you are the only person who *is* you.

Your challenge in messaging is to let your audience know how you're different. That way, they'll know when you're the one they want to work with.

What makes you different? I call it your distinctive essence. A lot goes into your essence. We'll focus on a few key elements here.

Values

These are the principles that you live by. Discover them by reflecting on specific events in your life. When you felt fully alive, what value was expressed? When you were outraged, what value was trampled?

Personality

You show up in the world in a particular way. What set of characteristics shapes that? How do others describe you?

Abilities

You've acquired a lot of skills and knowledge in your life. Some of it is from specific training and education. Some things you didn't have to learn, they just come naturally. Imagine an inventory of all the things you're good at.

Approach Style

The way you do things creates a unique experience for those you serve. It's how you achieve outcomes. Think of why people would choose you among others when they want a particular outcome.

Beliefs

This is the stand you take about your profession. What do you believe is possible for your clients? Why do you do what you do? Does your belief inspire you to continue in your work? Does it inspire others to work with you?

Look at a real pro

I've thought about how various experts convey their distinctive essence. I believe Racheal Cook is a superstar in this area. She states this in every introduction to her weekly podcast *Promote Yourself to CEO*:

"Are you ready to grow from solopreneur to CEO? You're in the right place. I'm your host Racheal Cook, and I've spent the last decade helping women entrepreneurs start and scale service based businesses. If you're serious about building a sustainable business, it's time to put the strategies, systems, and support in place to make it happen.

Join me each week for candid conversations about stepping into your role as CEO, the hard lessons learned along the way, and practical, profitable strategies to grow a sustainable business without the hustle and burnout."

Let's see how we can perceive her distinctive essence from her message.

	Racheal's messaging text	Racheal's Essence
Values	Are you ready to grow from solopreneur to CEO? You're in the right place ... [to] grow a sustainable business without the hustle and burnout.	Ambition Connection Work-life balance
Personality	Join me each week for candid conversations about stepping into your role as CEO [and] the hard lessons learned along the way	Welcoming Authentic Supportive
Abilities	I've spent the last decade helping women entrepreneurs start and scale service based businesses ... [by implementing] practical, profitable strategies	Competence Business strategy Finance Consulting and coaching
Approach style	It's time to put the strategies, systems, and support in place to make it happen.	Strategic Systematic Supportive
Beliefs	I've spent the last decade helping women entrepreneurs ... grow a sustainable business without the hustle and burnout.	Business success is attainable without sacrificing your life

Your turn

Let’s see how your distinctive essence comes across in your messaging. Here’s how.

- 1. Pick one sample of your own messaging. Choose something that’s typical of you and seen (or heard) by your audience. It can be from your website, an email, your social media profile, a blog post, a sales page, your standard podcast introduction, etc. Paste it here:

- 2. What wording from your sample shows your values? What are the values that come across? Score your sample using ONLY the numbers **1** (poorly or not at all), **3** (somewhat), or **5** (strongly) to rate how well your authentic values come across.

Your messaging text	Your values	Score (1,3,5)

3. What wording from your sample shows your personality? What personality traits come across? Score your sample using ONLY the numbers **1** (poorly or not at all), **3** (somewhat), or **5** (strongly) to rate how well your true personality comes across.

Your messaging text	Your personality	Score (1,3,5)

4. What wording from your sample shows your abilities? What abilities come across? Score your sample using ONLY the numbers **1** (poorly or not at all), **3** (somewhat), or **5** (strongly) to rate how well your abilities come across.

Your messaging text	Your abilities	Score (1,3,5)

5. What wording from your sample shows your own approach style? What approach style comes across? Score your sample using ONLY the numbers **1** (poorly or not at all), **3** (somewhat), or **5** (strongly) to rate how well your approach style comes across.

Your messaging text	Your approach style	Score (1,3,5)

6. What wording from your sample shows your beliefs about your profession? What beliefs come across? Score your sample using ONLY the numbers **1** (poorly or not at all), **3** (somewhat), or **5** (strongly) to rate how well your beliefs come across.

Your messaging text	Your beliefs	Score (1,3,5)

How did you do?

If you're like most of us, there are some areas that could be improved on. The key to good messaging is to be authentic and consistent.

Total your essence scores. What areas were the weakest and strongest? What was missing or misleading?

Your essence	Score (1,3,5)	Comments
Values		
Personality		
Abilities		
Approach style		
Beliefs		
TOTAL		

Next Steps

Take the suggested next steps based on your total score from this one sample.

Best practice is to look at all your messaging on a regular basis and ask, “How is my distinctive essence shining through?” It’s how your audience will see what sets you apart.

Total Score	Description	Next Steps
23 – 25	Your sample accurately showcases your distinctive essence. It attracts the attention of your ideal audience.	Run the assessment on other samples and adjust as needed for consistency.
19 – 21	Your sample gives your audience only a partial picture of your distinctive essence. The impression is not strong enough for you to hold their attention.	Tweak your message sample to score high across all qualities. Run the assessment on other samples and adjust for consistency.
18 and under	Your sample goes unnoticed by your audience because it doesn’t sound distinctive. You fade into the sea of others who do what you do. –OR– Your sample attracts the audience that you don’t want to work with because it creates a false impression of you.	Pause and reflect. How are you different from others in your field? Replace your generic or misleading language with language that sounds like you. Revise this sample and others to showcase your own distinctive essence.

This self-assessment of course measures what you understand to be your distinctive essence. You may not actually know what your distinctive essence is or how you’re projecting it. As the saying goes, “It’s hard to read the label when you’re inside the jar.”

I’m here to guide you through those challenges.

I invite you to book a complimentary strategy call with me. During the call we’ll:

- ❖ Clarify what you want to be known for
- ❖ Identify what's holding you back
- ❖ Create an action plan for success
- ❖ Explore how I can best support you

Book a Call

Hi, I'm Marylyn King

I'm Chief Message Maker and Founder of The Expert of Choice.

I guide experts to define and communicate their unique value so they work with those who appreciate them and pay them well.

My signature approach, *Natural Expression Marketing™*, builds your message on the foundation of your distinctive essence. It makes marketing your business as natural as talking to a friend.

I bring to my coaching the experience of a 30+ year career as a communicator, mentor, and executive. I've worked with experts at startup and large corporations, and at prestigious organizations including the International Monetary Fund and the U.S. Federal Aviation Administration.

A constant thread through all my varied work is my interest in how and why people do what they do, and my success in revealing the talents and abilities they have to offer.



Let's strategize how to message your distinctive essence.

[Book a Call](#)