



1 - MAIN PROBLEM YOU SOLVE

2 - WHO YOU SOLVE IT FOR

3 - THEIR DESIRED RESULT

BRAND MESSAGING SHEET

Career Preparedness Strategist
One clear message. Built for consistency.

01 | POSITIONING STATEMENT

I help professionals build a pre-resume career record system before recruiter calls, interviews, or layoffs require a fast, credible response, so they can stay ready, prove their value, and compete from a position of strength.

02 | IDEAL SUBSCRIBER

Mid-career professionals with real work history, achievements, and transferable skills — but no system for tracking them.

They want control, structure, proof, and readiness before recruiter calls, interviews, or layoffs force them to move fast.

They are thinking:

- "I know I've done more than what's on my resume."
- "I can never remember my achievements when I need them."
- "My work history is scattered across old files, emails, and memory."
- "I do not want to start from scratch every time I apply."
- "I need a system — not more generic resume advice."

03 | CORE PROBLEM

Mid-career professionals wait until a recruiter calls, an interview is scheduled, a layoff hits, or a career pivot becomes urgent—then try to reconstruct years of value under pressure. They are not failing because they lack experience. They are failing because they lack an organized record of it.

What They Think They Need	What They Actually Need
A better resume	A pre-resume career record system built before recruiter calls, interviews, or layoffs require a fast, credible response.
Resume templates	A habit of ongoing documentation
Interview help	A repeatable process to store career evidence
Job search tips	Proactive readiness — not reactive panic

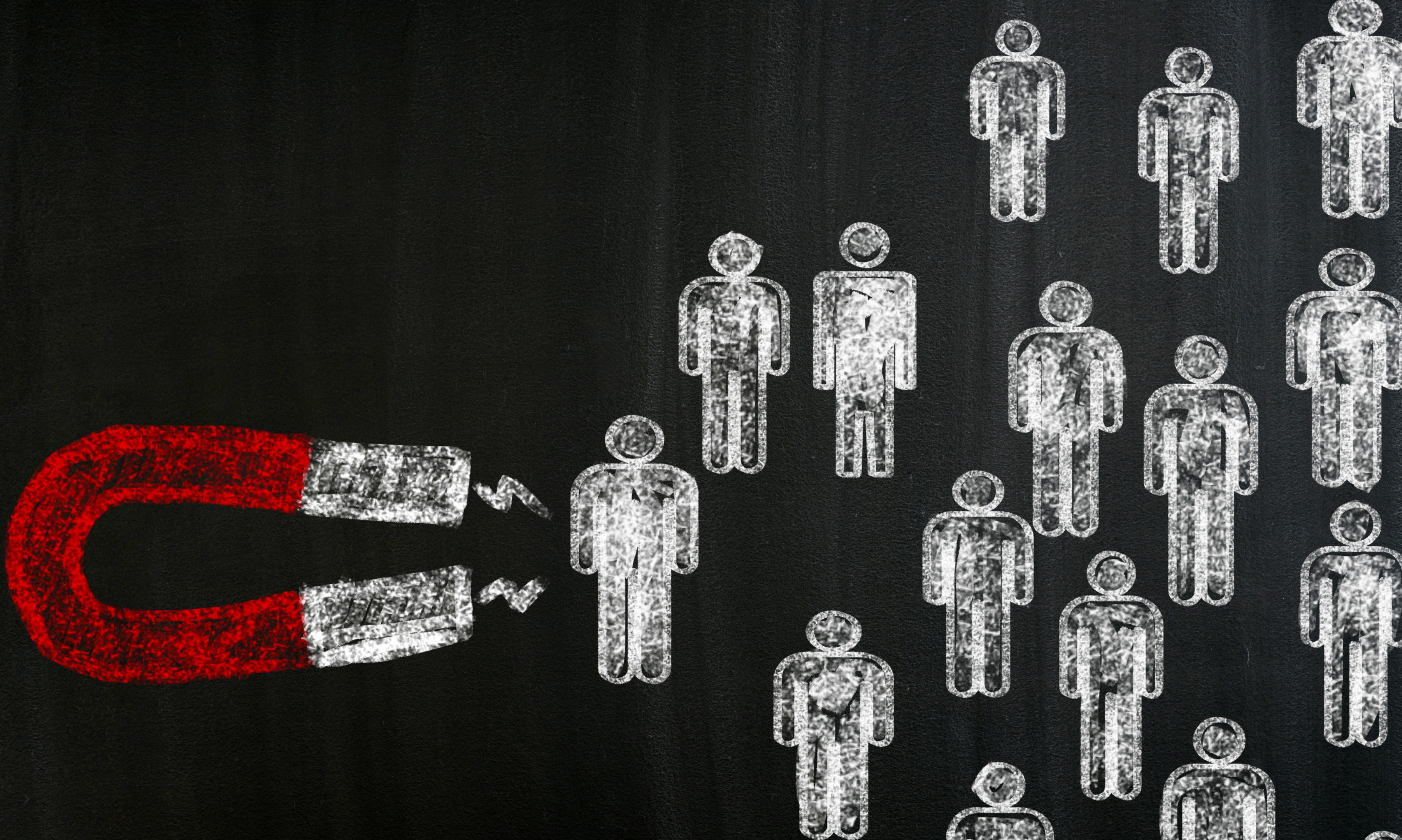
Becoming Holistically Whole is for women who feel stuck, overwhelmed, or disconnected from themselves, their purpose, or God and are ready for lasting transformation. Through intentional practices that nurture spiritual, mental, and physical wellness, women experience renewed confidence, emotional healing, strengthened faith, and the clarity to walk boldly in their calling.

So the ideal woman this would help would be women who:

- Feel called to more but lack clarity or confidence**
- Struggle with consistency, discipline, or self-belief**
- Are healing from emotional wounds or mental exhaustion**
- Desire a deeper relationship with God**
- Want to care for their bodies without neglecting their spiritual life**
- Are ready to grow but need structure, guidance, and accountability**

EMAIL SERVICE PROVIDER





CHOOSING YOUR FORMAT:

PDF
VIDEO
AUDIO
WEBINAR
SERIES OF EMAILS
FREE TRIAL
DISCOUNT CODE
OTHER



CHOOSING YOUR FORMAT:

- **What format can I create quickly and effectively while maintaining high quality?**
- **What type of content does my audience like to consume?**
- **What format will best align with my long-term content strategy and goals?**



RESOURCES: CANVA TEMPLATES

The screenshot shows the Canva website interface for searching and viewing lead magnet templates. At the top, the Canva logo is on the left, followed by navigation links for 'Design spotlight', 'Business', and a search bar containing 'lead magnet'. A 'Create a design' button and a user profile icon 'SD' are on the right. Below the search bar, the page title is 'Lead Magnet templates' with a subtitle 'Browse high quality Lead Magnet templates for your next design'. A left sidebar contains navigation options: 'Personal Pro • 81', 'Back to Home', 'All templates', 'Photos', 'Icons', 'Creators you follow', 'Starred content', 'Create a team', and 'Trash'. The main content area shows '9,296 templates' and filter buttons for 'All Filters', 'Category', and 'Media'. A grid of template thumbnails is displayed, including 'Lead Magnet Essential Checklist', 'Essential Criteria For A Smart & Successful Brand Name', 'Neutral Beige & ...', 'FREE DOWNLOAD', '5 WAYS TO MAKE PASSIVE INCOME', and 'Brown simple m...'. Each thumbnail includes a preview image, title, and creator information.

Canva Design spotlight Business ... lead magnet × 7 Create a design SD

Lead Magnet templates

Browse high quality Lead Magnet templates for your next design

Personal Pro • 81

← Back to Home

All templates

Photos

Icons

Creators you follow

Starred content

Create a team

Trash

All Filters Category Media

9,296 templates

Lead Magnet Essential Checklist
10 Essential Criteria For Creating An Irresistible Lead Magnet To Grow Your Email List
www.reallygreatsite.com

Essential Criteria For A Smart & Successful Brand Name
AUTHOR NAME | REALLYGREATSITE.COM

Neutral Beige & ...
A & Co. Creative

FREE DOWNLOAD
JUST IMAGINE IF YOU COULD...
say goodbye to stress
save time & energy
save more money
have more freedom
take a nap if you want
choose your schedule
work with dream client
REALLYGREATSITE.COM

Lead Magnet Fr...
Instagram Post by F...

5 WAYS TO MAKE PASSIVE INCOME
for female entrepreneurs

Brown simple m...
Document by She T...

<https://www.canva.com/p/templates/EAE1TZ3D5nY-neutral-beige-tan-minimalist-wellness-lead-magnet-ebook/>

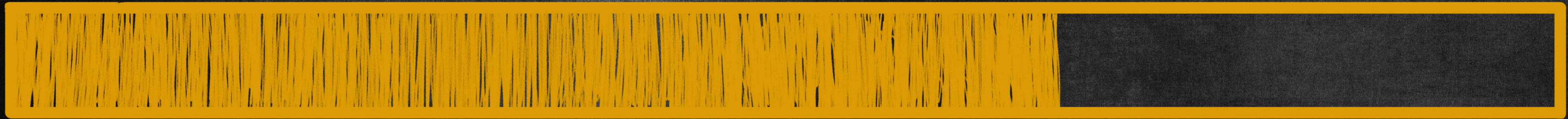
RESOURCES:

AI Prompt:

I'm [insert your area of expertise and a little about who you are]. I'm making a [insert lead magnet type such as cheat sheet or guide] for my community who are [insert who your community and dream subscriber is]. Please give me an [insert type of content you want such as opening paragraph, checklist item, conclusion, etc.] that explains/is about [insert details].



Uploading...



Once it's completed, upload it to Dropbox or a Google Drive or as a download on your website and send me the link.

THE PROCESS IN A NUTSHELL

1

You create something of value that your ideal customer will want (LEAD MAGNET)

2

You create a place for them to sign up and give you their email address (OPT-IN PAGE OR FORM)

3

You share that form so they can enter their email address.

4

They enter their name and email address on your sign up form.

5

They automatically get confirmation that you have received their request. (THANK YOU PAGE)

6

They receive an email that delivers your lead magnet to them. (CONFIRMATION EMAIL/WELCOME EMAIL)

7

They are subscribed to your email list (tag or segment) so they begin getting your welcome sequence and/or regular emails.

THE ELEMENTS OF AN OPT-IN



THE 7 CORE COMPONENTS OF A HIGH CONVERTING OPT-IN PAGE

1. Headline (The Promise)
What will they get? Why does it matter?

2. Subheadline (The Clarity)
Who is this for and what exactly is it?

3. Visual (The Reinforcement)
Show the guide, workshop, or YOU

4. Benefits (The Transformation)
What changes for them?

5. Opt-In Form (The Action)
Simple. Easy. Low friction.

6. Credibility (The Trust)
Why should they believe you?

7. Call to Action (The Next Step)
Clear, compelling, repeated



THE BLUEPRINT FOR A HIGH-CONVERTING OPT-IN PAGE

THE MESSAGING CORE



Clarity Beats Cleverness

Use an outcome-focused headline that promises a specific result without a specific pain.

Benefit-Driven Bullets

Shift the focus from what the offer is to what it does for them.

The "Even If" Formula

Promise results even if the user faces a major obstacle or starting point.

VISITOR



SUBSCRIBER

YES!

DESIGN & CONVERSION BOOSTERS



Low-Friction Opt-In Forms

Only ask for a name and email to keep the sign-up process simple.

Trust and Credibility

Use short bios, testimonials, or logos to answer "Why should I trust this?"

Eliminate All Distractions

Remove menu bars and competing links to keep the focus on one goal.





YOUR OPT-IN PAGE ONLY NEEDS TO DO 3 THINGS:

- 1. Make a clear promise**
- 2. Build belief**
- 3. Make it easy to say yes**

TIPS FOR CREATING YOUR OPT-IN FORM

Ask for as little info as possible (First Name and Email)

Keep them focused on opting in

Include a title of your offer or what the promise is that you will deliver.

Add 1-3 sentences explaining what they will gain when they give you their email.

Have a place for them to input their name and email address.

The main goal of your landing page is to build trust quickly to transform visitors into engaged subscribers and, eventually, customers.

Because a picture can convey emotion, authenticity, and context instantly, images often build a connection with your audience faster than text can. Where appropriate, try adding personal photos to your landing page as this significantly enhances the trust-building process when someone can see your face.

» Clear » Concise » Engaging » Actionable » Memorable

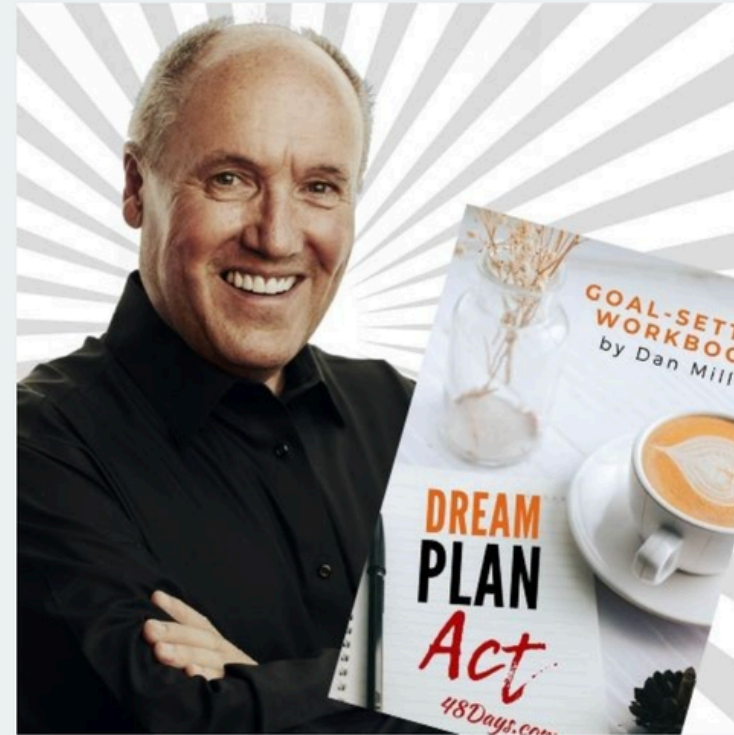
Your goal is to guide potential subscribers toward an offer that moves them closer to their goal.

Your copy should clearly communicate that this offer is tailored just for them and is simply too good to pass up.

Privacy Policy

Get started making something
new happen in the new year!

48-DAY GOAL SETTING CHALLENGE



Feeling discouraged? Miserable in your job? Just lost your business? Give yourself a new beginning tomorrow!

You can put yourself in the driver's seat of your life immediately, if you create a clear plan, decide what's important to you, and ACT.

Get my free Goal Setting Workbook and get started making something new happen now.

Just tell me where to send it below, and I'll not only send you the free download, I'll send you a series of inspiration and resources via e-mail to get you started on the path to your dreams today!

I'M READY TO GET STARTED

We won't send you spam. Unsubscribe at any time. [Privacy Policy](#)

Hi, I'm Dan Miller

Author of 48 Days to the Work and Life You Love

I specialize in creative thinking for increased personal and business success.

I believe that meaningful work blends our natural skills and abilities, our unique personality traits and our dreams and passions.

I am active in helping individuals redirect careers, evaluate new income sources, and achieve balanced living through my writing, coaching, speaking and my 48 Days Eagles Community.





**IN PREPARATION FOR OUR NEXT
SESSION ON APRIL 22ND AT 1 PM CT**

**1. Get your lead magnet completed
and ready to deliver**

**2. Sketch out your Opt-In/Landing
Page**