



CREATE YOUR CLEAR MESSAGE



ATTRACT MORE CLIENTS,
MAKE A BIGGER IMPACT,
AND LIVE YOUR DREAM LIFE



Discover two simple methods to attract more
clients through your powerful message

Amy Yamada

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BY AMY YAMADA

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*Dedicated to every inspired entrepreneur
who has committed their life
to making the world a better place.*

PREFACE

“So, what exactly do you do?”

Just a few years ago, I would cringe whenever I got asked this question.

I was helping businesses with everything from advertising to sponsorships to event planning. But anytime I was asked about this, with an uncomfortable giggle and a smile to mask my discomfort, I'd say, “I help individuals and businesses grow.”

But I knew how painfully vague and uninspiring that sounded.

I knew I needed to create a clear and compelling message about what I did. A message that would excite and inspire just the right people to want to know more and, ultimately, to want to work with me.

So, I made it my mission to figure this out!

And I discovered an approach that made it easy to tell my ideal clients exactly what I did in a way they could actually hear and that led them to want to learn more about what it would look like to work with me.

I call this breakthrough method, my “C.L.E.A.R.” Method, and using this method was my jumping off point to create my six-figure, then multiple-six figure, and now a seven-figure business.

Having a clear message is EVERYTHING. You can have all the

online marketing funnels, large following, fancy opt-in pages, and a cool website. But if your message isn't dialed in, you're leaving clients and money on the table.

This book will teach you how to craft a message that opens up doors to new clients, new opportunities, joint-venture partnerships, and even scaling your team, as the world finally hears your message and sees that what you have to offer can make a big, important, and positive difference.

This is a book about claiming what you stand for and starting a movement!

In these pages, I'm going to take you through the exact steps you need to reach your ideal clients with a clear, inspiring message and easily amplify your message through every important communication platform.

And then I'll walk you through my signature, 3-step storytelling formula that will take your message to a whole new level. One where you will be able to practice building a deep connection with your ideal clients and audience, both online and in person.

I use this storytelling method on stages, on webinars, in Facebook lives, and even in one-on-one sales enrollment conversations for high-ticket packages. It's a confidence-booster and a game-changer in client attraction and building a strong relationship with your audience!

So, if you're ready for your next big breakthrough in attracting more clients, making more money, and having a deeper impact, you're in the right place.

Let's get started!

CRAFTING A MESSAGE YOUR IDEAL CLIENTS FIND IRRESISTIBLE

Having an effective message is the #1 thing that empowers you to attract more clients, make more money, and have a bigger impact.

When you clearly communicate what you do, it lands with exactly the right people and inspires them to move forward with you.

By sharing your clear message consistently and frequently over time, your audience gets to know it. And you know you've got it right when your clients or fans start repeating your message to other people and spreading the word of the good work you do for you. That's when the real magic happens--the magic that catapults your business to thrilling new levels of success!

In short, having a clear message makes it easy for people to want to buy from you. It also:

- Builds a deep connection with your ideal clients and audience so they keep coming back to you
- Attracts the right clients who are ready for the difference you're here to make
- Gives you a sense of confidence and clarity, so you can show up more powerfully and effectively

Your clear message tells you and the world who you are, what

you do, who you help, and how you help them.

Knowing your clear, unique, and powerful message empowers you to use every communication platform effectively--driving business your way like never before.

PRO TIP: Knowing my clear message empowered me to create my content for regular Facebook lives. I used to wonder what to talk about with my audience. The choices seemed endless. Now, I have a great sense of focus and the topics I choose grow directly from my message. And each Facebook live helps reinforce and grow my consistent brand identity.

Here's how this works...

My message is about creating a clear message to attract your ideal clients, make more money, and make a bigger impact. And recent Facebook Live topics of mine have included:

“How to handle sales objections with ease”

“Attract clients through my proven, 4-step ‘C.A.R.E.’ Method”

“What to say when you follow up with a lead”

“The #1 thing trending in attracting clients”

Do you see how each of these topics is perfectly aligned with my message? This is how you amplify your message and your brand.

And Facebook is just one of the many platforms where this works.

Others include:

- Email marketing
- Any social media platforms
- In interviews on podcasts, summits, traditional media, and blogs
- In-person networking events
- Speaking engagements
- Enrollment conversations

And really, anywhere else you can think of!

When you repeat your message over and over again, your audience starts to see you as an expert in your field and will enthusiastically refer others to you. This is the most powerful--and easy--way to gain authority status and grow your business.

ACTION STEP:

What are the top three platforms right now where you could drive your business forward with a clear, compelling message?

YOUR CAPTIVATING MARKETING MESSAGE

I knew I had reached a new level when I started to hear others chatting about me. I heard someone say, “Do you know Amy Yamada?” and her friend replied, “She’s that business coach who’s really good at marketing messaging and creating a deep connection with your audience.” Woo-hoo!! Yessss!

And what got me to that point was the “C.L.E.A.R.” Method I created for discovering your most powerful message. And this is the method you are about to learn. One that can seriously transform your business and how you show up in the world.

Meet Sonia



Sonia is an amazing Self-Love & Energy Healer. However, when we started working together she did not have a clear message.

She would tell people, “I help women to feel good about themselves.” This message was so broad and vague that she was attracting women who were not her ideal clients.

Sonia performs deep, inner

work with her clients to help them align with their soul's purpose and live their most meaningful and powerful lives. Unfortunately, her vague and somewhat bland message typically attracted people who felt like victims and weren't ready to look within and release their problems.

Once we used my C.L.E.A.R. method to develop her Marketing Mission Statement, she began to proudly tell her audience:

“Purpose-driven women hire me to help them feel confident, vibrant and free. As a Self-Love and Energy Healer, I empower them to release their limiting beliefs and reconnect to their true power and worthiness of their soul.”

Thanks to this powerful message, she now attracts her ideal clients easily and works with the women visionaries she's always wanted to serve.

LET'S GET YOU IN THE C.L.E.A.R.!

Think of your marketing message as the movement you want to create in the world.

PRO TIP: Your marketing message will continue to evolve as long as you are in business. Mine certainly has! So, I highly recommend you revisit your message often.

Some of my clients are already 3 - 5 years into their business and making multiple six-figures, and even they tell me, "Amy, this exercise was amazing; I finally feel like I know my message and what makes me stand out from the crowd."

My C.L.E.A.R. Method is the easiest, most surefire way I've ever seen to get clear on your marketing message and create a message you love that drives your business. So let's dive into it now!

C = CLIENT

Who is your ideal client?

When I first started my business, I was helping everyone under the sun - from massive corporations to small business owners - selling all sorts of products and services.

After feeling pulled in many directions, I realized I was creating the best results serving small business owners - entrepreneurs who were working solo or had small teams.

That's the kind of clarity this step is all about. The key is to get real about the type of person you serve most effectively. For example, if you're a relationship coach for couples, it's not ideal to work with someone who is happily single and isn't looking for a partner.

Let's take it a step further...

L = LOVE

Who would you LOVE to work with the most?

Over time, I started to clearly see that while I was most effective working with solo entrepreneurs and small business owners, within those categories, who I LOVED working with were coaches and service-based entrepreneurs. People with big hearts. That's when I took things a step further and declared that I only work with heart-centered, service-based entrepreneurs.

You get to do the same. This step is all about you taking a stand for who you are most excited to work with.

If you're feeling any fear come up around narrowing your ideal client base, I hear you. Realize, though, that this isn't actually narrowing--what you are really doing is deepening your ability to connect with the huge numbers of people who will love working with you as much as you love working with them.

Getting specific about who you can best serve -- and want to serve the most -- is like going from yelling to the general public in a crowded room and having no one notice, to addressing your ideal audience with a microphone and having them all appreciate what you have to say.

ACTION STEP:

Who is your ideal client that you would LOVE to work with the most?

E = ELEMENTS

What are the two or three core elements you believe your ideal clients need to achieve their desired result?

My own business coach teaches email list-building through hosting online summits, and when I was first starting out, I asked her, “Since I’m a business coach, should I be teaching email list-building, too?”

Then she asked me, “Amy, if you had to rebuild your business from scratch, starting today, what would you do?”

I replied, “I’d create a clear message to connect deeply with my ideal clients, and make offers of my premium package.”

And she replied, “Amy! Do you know how many people need to learn how to do that??”

That’s how my “Create, Connect, Offer” business-building system was born! Once I defined this system, I gained a boost of confidence, as I was finally able to articulate how I serve my clients.

ACTION STEP:

If someone came to you wanting support in your area of expertise, what process would you take them through? Break it down into two or three core elements.

A = ARTICULATE

Clearly articulate your title -- an accurate, compelling description of what you do.

It took me a little while to learn that with titles, it's best to go for clarity rather than cleverness. When I was starting out, I wanted to be unique, so I "tried on" a lot of titles, like "Success Mentor" and "Marketing and Lifestyle Coach." Eventually, I landed on the elegantly simple "Business Coach."

Now, when I go through this step with my clients, I recommend they choose a simple title that's easy for their ideal clients to understand.

For example, don't be a "dream maker," be a "relationship coach."

ACTION STEP:

Very simply, what is your title?

(Yes, you only get one line. No lengthy, confusing titles that no one understands! You're creating a title, not writing a poem.)

R = RESULT

What is your ideal client's desired result?

This is the solution your client is looking for... It's their big dream and vision; it's that thing they keep wishing they could have in their life.

For me, I know my ideal clients want to make a bigger difference in the world, attract more clients, and make more money.

To clearly define the result your ideal client wants, state it in their words. This isn't just what you can picture for them, and it isn't a description of the process they'll take to achieve the result. This is all about what they are already saying they want in their own thoughts.

ACTION STEP:

What is your ideal client's desired result? What do they really want?

REMEMBER...

Don't get stuck in perfectionism. Every element of your C.L.E.A.R. message will evolve over time! "Done" is better than perfect!

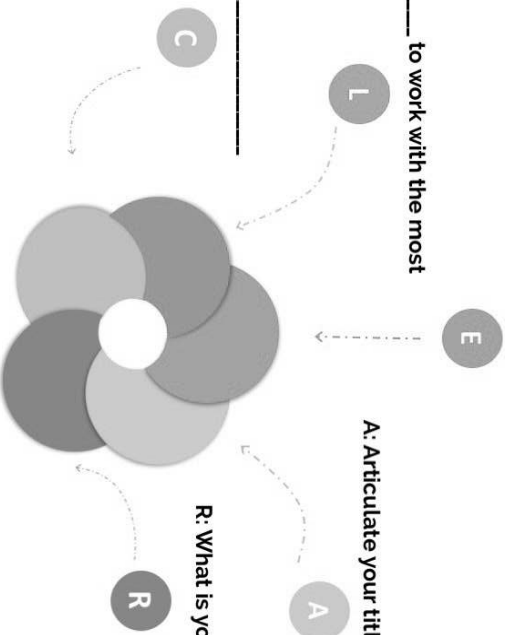
E: What are your 2-3 core _____ you believe they need to achieve their desired results?

L: Who would you _____ to work with the most

A: Articulate your title with confidence _____

C: Who is Your _____

R: What is your clients desired _____



Create Your C.L.E.A.R. Message

PROVEN METHOD

Once You're C.L.E.A.R., You're Ready to Reveal Your Mission!

Now that you've gone through my C.L.E.A.R. Method, it's time to create your irresistible Marketing Mission Statement.

This is where you state who you work with, what you help them achieve, who you are, and how you help them do it.

Here's how mine goes...

"Coaches and service-based entrepreneurs hire me to help them attract more clients and make more money. As a business coach, I help them by showing them how to create their clear marketing message and premium offering, deeply connect with their ideal clients, and make offers through heart-centered sales conversations."

ACTION STEP

Fill in the blanks to create your own Marketing Mission Statement:

MARKETING MISSION STATEMENT TEMPLATE

_____ [ideal clients] hire me to _____ [achieve what desired result] _____. As a _____ [your title],

I help them by _____
_____ [how you help them achieve this/the core elements you provide or use to help them get there].



Meet Michelle

When Michelle attended one of my Powerhouse Retreats, she needed to get clear on her message as a Personal Finance Coach.

She was trying to help everybody; she was offering multiple products for a variety of target audiences, and she had not yet identified her ideal client.

Once she went through my C.L.E.A.R. Method, she was able to define the core elements of the process she uses to empower her clients to get their desired results.

She is now able to confidently share her Marketing Mission Statement:

“Successful women who struggle with their personal finances hire me to gain peace and abundance with their money. As a Personal Finance Coach, I help them achieve this by: building a positive relationship with their money, declaring financial goals for their desired lifestyle, and creating a clear action plan so they can enjoy life now.”

In one month of creating this clear, compelling message, she was able to start attracting her ideal clients and generated \$7,000 in new revenue!

WHY STORYTELLING IS EVERYTHING

Human beings think in terms of story.

Our past is now just a story we tell.

Our future is a story, too--the story of what we hope for, expect, or fear.

When we hear a report with statistics about how many people have been displaced in a war-torn country, we might think “Oh, that’s too bad.”

But when we hear a specific story about one child in that country and her suffering, we instantly feel a pain in our heart and want to do something.

Story makes us want to do something.

And your challenge now is to harness the power of story to inspire people to work with you. And nothing can inspire people to do that like a story that comes from your heart and touches theirs.

So how do you find your most powerful and inspiring story?

The fastest, most effective way I know is by using my signature P.S.R. storytelling framework. It’ll help you go deep and build a meaningful connection with your audience.

Let’s delve into this process right now!



Meet Kate

Kate is a Life Coach for women in transition.

When we first met, she had a background in advertising sales and had launched her coaching business. She was struggling with articulating her unique message.

Once she started using my three-step storytelling framework, called P.S.R., she was able to share her stories in a way that deeply connect with her ideal clients and reveal her own process of how she helps others.

Here's one of Kate's P.S.R. stories:

Just a few years ago, I found myself in a very unhappy place in my life; I was in severe physical and emotional pain. My marriage was lacking the connection we once had as we were in regular conflict and our son was acting out with intense emotional outbursts. Everything around me was a reflection of what I was feeling within me.

One day, I was lying in bed extremely sick and while I knew I needed to feed my son, I was barely able to stand... My husband at the time walked out the door, jumped in his car, and headed to work.

I thought to myself... 'How is this my life?? Something must change...' So....I decided to begin living my truth.

First, I made self-care my #1 priority and sought out alternative health care for myself as well as my family.

Then, I made the decision to create space, both internally (through a revived practice of meditation, yoga, and inner work) and externally (through separating households).

And third, I created healthy boundaries in my life.

As a result, I became clear of emotional and physical pain; I created more joy in my life... and the reflections around me are happy, peaceful, and thriving... including my beautiful, bright and well-adjusted son.”

In addition to using P.S.R. storytelling to attract her ideal clients, Kate uses P.S.R. stories during her coaching sessions with clients. The stories let her clients know they are not alone, which helps neutralize the emotional charge they may have and it makes Kate a more effective coach!

ACTION STEP:

To get your brain in gear, to enter the world of storytelling, take a few minutes and answer these thought-provoking questions:

1. What problem do you solve? Or, what opportunity do you create?
2. What do you want to become known for?
3. If someone were to refer a potential client to you, what would you want them to say?

P.S.R. STORYTELLING FRAMEWORK

Now, let's look at the P.S.R. Storytelling Framework in action. I'll walk you through each part using a client of mine as an example.

P = PROBLEM

We start building your story here by identifying a significant problem that you either solved in your own life or helped someone else solve.

For example:

My client, Olivia moved her business from one location to another. As a result, she had a lot of additional expenses. She also had time and financial challenges being both a business owner and a single mother. One day she found herself in a serious financial crunch, needing to make \$20,000 ASAP.

Now, it's your turn.

What is the significant problem you (or someone you helped) overcame?

S = SOLUTION

Next, we describe the solution (and/or process) you discovered or provided.

For example, with Olivia's story, I would continue on by

sharing something like this:

I coached her to use my Create, Connect, Offer system. First, we brainstormed together and created a \$5,000 package she could offer her clients. Then, I asked if she had anyone in mind she could connect with to make the offer.

The names of four women who had expressed previous interest in her work came to her. So, I gave her the stretch challenge to call each of those woman and make them an offer.

Your turn!

Describe the solution (and/or process) you discovered or provided.

R = RESULT

Now, we describe the result that happened because of the solution you discovered or provided.

Back to the example of Olivia's story, here's how it looked for her:

Olivia called each of the four women she thought of who had expressed previous interest in her services. She offered each of them her \$5,000 package, and they all said yes! She made \$20,000 in a week.

Not only did she meet her cash injection goal, but she also had a breakthrough on what is possible for her to create in her business when she has a clear intention and a plan.

Back to you!

Describe the result that happened because of the solution you discovered or provided.

THE NINJA MOVE - YOUR DEEP CONNECTION STATEMENT

We've just created the foundation of your story. Now, how do we turn that into a story you're going to tell that moves hearts and minds.

Here's the key:

When telling your story, you need to get into your main character's thoughts and feelings.

Here's how:

Insert one powerful sentence detailing exactly what the main character's was thinking to themselves when they were experiencing in the problem (that you identified in the "P" part of the story).

This is a "Deep Connection Statement" because it connects your audience to the character and helps them feel just how deep the problem was.

PRO TIP: Write this sentence in present tense, first person.

Here is Olivia's story in-full below, including the Deep Connection Statement in italics.

My client, Olivia moved her business from one location to another. As a result, she had a lot of additional expenses. She also had time and financial challenges being both a business owner and a single mother. One day she found herself in a serious financial crunch, needing to make \$20,000 ASAP, and

she thought to herself...

How am I ever going to make \$20,000 in just a few weeks... and if I don't, how will I survive?

I coached her to use my Create, Connect, Offer system. First, we brainstormed together and created a \$5,000 package she could offer her clients. Then, I asked if she had anyone in mind she could connect with to make the offer.

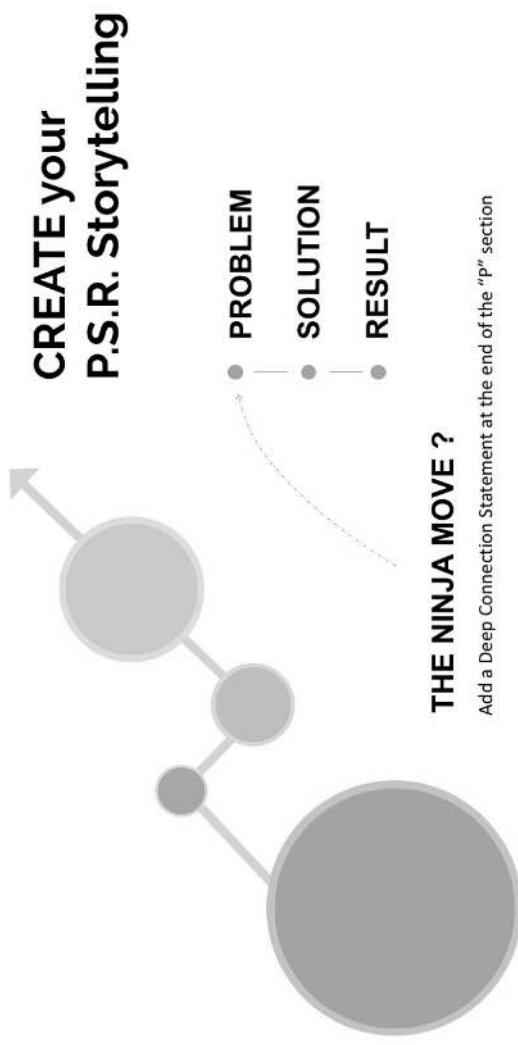
The names of four women who had expressed previous interest in her work came to her. So, I gave her the stretch challenge to call each of those woman and make them an offer.

Olivia called each of the four women she thought of who had expressed previous interest in her services. She offered each of them her \$5,000 package, and they all said yes! She made \$20,000 in a week.

Not only did she meet her cash injection goal, but she also had a breakthrough on what is possible for her to create in her business when she has a clear intention and a plan.

Now, try to drop into the heart of your main character.

What was the most vulnerable thought in the peak moment of the problem part of the story? Create your Deep Connection Statement.



**CREATE your
P.S.R. Storytelling**

- — PROBLEM
- — SOLUTION
- — RESULT

THE NINJA MOVE ?

Add a Deep Connection Statement at the end of the "p" section

YOUR STORIES ARE JUST THE BEGINNING

Using this framework, you can come up with countless stories from your own life and the lives of people you work with. The more you tell stories, the more comfortable and effective you'll get as a storyteller. And you'll love how motivating stories can be in all kinds of settings as an entrepreneur.

You can tell stories when you're having an enrollment conversation, speaking on a stage, hosting a Facebook live, creating lead generating emails, or leading a group coaching call or webinar.

Whether you're telling a story to one potential client or to a room full of hundreds or even thousands, you'll find that nothing builds deep connection and drives your business like a powerful story that embodies your clear message.

Ideally, every story you tell illustrates the difference you're here to make and helps your audience start to feel as passionate about what you can do for them as you do.

Having a clear message and stories to tell that move your audience is a powerful foundation for building your business.