

2 Important exercises to complete so you can pivot your messaging and offers during unprecedented times:

Exercise #1 (the most important question)

Answer the question “Why are my services CRITICAL and VITAL right now during these times to help my people get through what’s going on?”

Exercise #2

Redo Pain Island / Pleasure Island exercise. For most coaches, what was important to your clients 2 months ago is now very different. Your potential clients are faced with new challenges, new overwhelms, new struggles. And what is important for them to experience is also now very different.

As is the case with any marketing and relationship building, you HAVE to meet your clients where they are. Without making this shift, your message will fall on deaf ears - or worse, they’ll perceive you as careless during these times.

- (1) So ask yourself (and you may need to ask your prospect/clients) “In the midst of everything going on, what is now keeping you up at night as it pertains to {insert your niche}?”
- (2) And also ask yourself “If you could have what you needed right now as it pertains to {insert your niche}, what would that look like in the midst of everything going on right now?”

40 Copywriting examples of context to give inside your emails, newsletters, videos or social media posts to help pivot your messaging; while creating compassion and engagement:

Use quotes

Capture the essence of what your niche is thinking and feeling:

“Decades when nothing happens and weeks when decades happen.” Vladimir Lenin

Doing unprecedented things in unprecedented times

Unprecedented times requires innovative thinking

This too shall pass

“When women take care of their health they become their best friend” Maya Angelou

“Taking care of yourself doesn’t mean me first, it means me too.” LR Knost

“The facts are constantly changing. Your pivot and preparedness will help navigate it”

Annie Hyman Pratt

“This is temporary. AND it’s also a marathon, not a sprint” Melinda Cohan

“There is a saying in Tibetan, ‘Tragedy should be utilized as a source of strength.’ No matter what sort of difficulties, how painful an experience it is, if we lose our hope, that’s our real disaster.” Dalai Lama

Other phrases to integrate into your messaging:

If there’s ever a time when you need guidance and a community of like-minded people to surround yourself with, THIS is it!

I’m here to help you become the leader the world needs.

Don’t be slow on taking preventative steps to get through this crisis - be proactive.

If you don’t pay attention now, you could come out the other side in dire straits and be worse off.

Being quarantined, isolated, self-isolated... this is the new reality... kids at home for several months, parents working from home, entrepreneurs working from home and trying to juggle it all.

With this Coronavirus, there are a lot of unknowns and it’s a stressful situation.

I hope you’re safe and well.

Do you need a break from the news? Be aware of the facts to keep yourself informed and safe. But don’t be all-consumed 24/7 with media, news and exaggerated information.

This collective experience is making us think differently about our lives and {insert niche}. And I’m here to support you in staying {inserted adjective that relates to your niche} and what the future can hold for you, once this all passes.

This situation is something we can figure out, but we have to do it together.

The world needs your unique gift and talents and services now more than ever. Don’t let your fears and doubts stop you from serving and helping those around you.

In these times of {insert your niche} uncertainty, you need to understand how to train your mind to calm your fears.

You may not be able to control the events unfolding as a result of this crisis, but you can control your mind and how you respond to them. But doing it alone often leads to your fears getting louder and louder.

I have thoughts on how this crisis is an opportunity for major positive change and how to hold good energy while simultaneously minding the fear that may show up for you. You can watch me here:

This is a massive re-set opportunity to change our approach to {insert your niche}. I'm here to help in any way and all the ways I can.

These powerful things unfolding are calling us to step up in bigger ways. How will you answer this call?

For the foreseeable future, I am...

There's truly an upside to all of this. We hear all the downsides all the time. And I'm not downplaying the concerns, the severity of the situation or the critical measures we must take right now. At the same time, there are opportunities and an upside in all of this. {Insert 1-2 sentences about the possibility for your people in your niche}

Even though things are crazy right now, I know many of us are asking ourselves how we can help others.

People want to learn, they want to connect, they have time for all those things they never could get to.

You might be thinking it's weird to be focusing on "success" and "opportunity" at a time like this. But success is more important than ever.

Putting your {insert niche} at risk puts you at greater risk for more severe consequences of COVID-19.

It might seem like there's not much we can do but "wait it out" for right now, but nothing could be farther from the truth. While everyone else is on pause, you can be jumping to the front of the line by being prepared.

Let's make the most of this downtime to secure your future now.

Life will never be the same again... Actually, life is a series of endless changes. What matters is whether we accept that life is endlessly changing and that we adapt and change with the changes around us.

Many people are only waking up to this truth now, and face a very uncertain future.

Let's use this time of massive change consciously for good. There are incredible opportunities right now, but only if we choose to see them and act on them.

This is really happening...

Last week was pretty crazy - and then this week happened.

A sudden loss of {insert your niche} can be a scary thing. Right now, this is the reality many people are facing, and not having a plan or knowing how to deal with this can have a devastating impact on your emotionally and physically, and mostly on your {insert niche}.

You're not alone in what you're feeling or the hard questions you're asking yourself! We are in a momentous time in our history. The way you respond NOW will create a positive impact ripple effect for decades.

How can we reclaim our power and take control of our lives, even in the midst of upheaval and uncertainty?

Just when things couldn't get crazier... they did. So what can you do for yourself and {insert your niche}? What should you be focusing on? How can you strengthen {insert your niche}? These are big important questions that I'm here to help you try to figure out and answer.

Your {insert niche} is more important than ever during this Coronavirus and economic crisis. I'm here to help you navigate these challenging times - and to make the wisest choices you can.

I want to reinforce some of the fundamentals and principles I use with clients to make you more aware of the best way to approach uncertainty.

I know things have changed quickly, so tune in for some tips and tricks to get "{insert niche} immunity."

Everyone is touting strong immune systems to battle COVID19. Your {insert niche} needs a strong immune system too. I'm here to help.

We are truly living in very uncertain times - with the world literally "shutting down" around us. What is certain is that we'll remember this period for the rest of our lives. Life-changing and life-defining moments like this are a real reminder for what is important.

I hope you're adjusting to the changes happening around you.

During these strange times, you can still plant seeds.