



Day 3 – Your Core Message

What do you say when someone asks, “What do you do?” (30 second elevator speech)

I help _____ with _____ so they can _____

What do you want to be known for? How do you want to be remembered?

Spend some time on your story as it related to your podcast audience. Your experiences, struggles, why you do what you do, the journey that has brought you to who you have become.

Write bullet points, question and answer or a script about your core message, include your “golden nugget”

How can you change or impact the listener life in your interview?