



About Page / Announcement for a new project (e.g. podcast, community, event) Template

[Charismatically phrased Good thing about who they are – pain point they have]

[↑ These are big letters at the top to grab attention – WRITE THESE LAST!] [Eg "Your career's is a success. But... you know you want more."] [Another eg "You LOVE your kid. But, let's be real: parenting is hard."] [If no pain point, then put desired outcome here. Eg "You LOVE donuts and want to know how they're made" "Do you love dressing as a sloth and wish you could find other people to dress up with you?"]

You're a [demographic (eg 'coach' 'person' 'mum')] who [something good about them]. The only problem? [whatever their main pain point is][if no pain point, whatever their desired outcome is (and lose "the only problem?")].

I'm [your name]* and I believe [thing you believe]. [Sentence or two showing your credibility on why you're capable of talking about/running this, eg, "For 10 years, I worked in such-and-such an industry, helping professionals do such-and-such a thing" or "For 15 years, I struggled with keeping my desk tidy, until I figured out a sure-fire system to make it happen every day" or "For years, I was the only person I knew who loved sloths, until I figured, there has to be more out there!"]



So I started [whatever this thing is] so that [thing your thing does for them, eg “I started SlothLovers so that people who love sloths can trade tips, favourite photos, and mostly just speak to others who GET THEM”]. [<- could be written as “[project name] helps [demographic] get from [pain point] to [ultimate benefit]].

*If you yourself aren’t central to your project, you can write this in third person. Eg “Here at SlothLovers, we believe that people who love sloths should get to hang out with other people who love sloths”

[LOGISTICS HERE. Keep it SUPER-SIMPLE. So eg “Every week, we release a new episode of Slothlovers, where we tell you the best places to go sloth-hunting, review the sloth memes of the week and share our theories on why they’re the smartest animals in the jungle” OR “Every month, we meet online and have a guided discussion on the best Sloth breeds, how to bring slothness into your every day and tips for the most satisfying sloth life” <- MAKE SURE THESE ARE THINGS YOUR PEOPLE WANT! Make sure they relate to the pain points and desired outcomes!]

Wanna [desired outcome]? [E.g. wanna finally integrate your love of sloths into your life in a way that feels incredible?” Or “Wanna join our community of slothstans? We’d love to have you here!”] Your next steps:

[give them the EXACT NEXT STEPS they need to take. E.g. join the mailing list, subscribe to the podcast, follow you on Instagram. Make this as EASY and STRAIGHTFORWARD as possible for them.]

[OPTIONAL: a little ending tagline. E.g. “SlothLovers: Because loving sloths shouldn’t be a solo pursuit.”]

Marsha Shandur (of Yes Yes Marsha) believes that storytelling



skills are the key to ethical influence.

A Storytelling, Communication and Sales Coach and Trainer, she has taught thousands of executives, entrepreneurs and professionals across the world

and has got rave reviews from clients like Royal Bank of Canada, HelloFresh, TJX Companies Inc, and Shopify. Before launching Yes Yes Marsha, she spent 15 years working as a Radio DJ, where she gained a powerful understanding of how to tell stories in a way that fosters connection, trust, engagement and loyalty. Her work has been featured in Forbes, the BBC and Mashable.

To find out more about the work Marsha does, book a no obligation, free call with her [by clicking HERE](#)

Or to learn more about the work Marsha does with organizations to improve their Communication, Connection and Culture, have a look at [YesYesMarsha.com/corporate](https://www.yesyesmarsha.com/corporate)

