

UNLOCK YOUR STORY UNLEASH YOUR IMPACT with *Chris Smith*

LESSON 2

Uncovering Your Identity Statement

Answer these questions to help you write your identity statement.

01 What do you want to be **known for**?

02 What is the **outcome** of the work you do beyond your industry?

03 How has your work **transformed** you or the people you serve?

Your Identity Statement:

e.g., "I am known for helping women use their voice to advocate for their health."

I am known for...

LESSON 3

Creating Your Purpose Statement

Answer these questions as you narrow down your purpose statement.

01 What is the difference you're **committed** to making for the people you serve?

02 What do you want to be **remembered** for someday?

Your Purpose Statement:

e.g., "I am committed to awakening amazing leaders and entrepreneurs to what is actually possible."

I am committed to...

LESSON 4

The Big Idea of Impact

Adapt your identity statement and purpose statement into your big idea of impact.
Starting with the phrase, "I believe you deserve..."

EXAMPLE

Identity Statement

"I am known for helping women use their voice to advocate for their health."

Big Idea of Impact

"I believe you deserve to have a voice in advocating for your health."

Purpose Statement

"I am committed to awakening amazing leaders and entrepreneurs to what is actually possible."

Big Idea of Impact

"I believe you deserve to see what's actually possible in your life and in your business."

YOUR TURN

Identity Statement

I believe you deserve...

Purpose Statement

I believe you deserve...



Ask GG!

GG, your Mastermind.com AI assistant, can help you create your big idea of impact!

Edit the text in brackets and paste the following prompt into a conversation with GG:

"I'm working on my messaging statements as part of Chris Smith's course. Starting with the phrase "I believe you deserve..." create a big idea of impact using my [purpose statement]."

[Purpose] statement: [I am committed to awakening amazing leaders and entrepreneurs to what is actually possible]."

LESSON 5

Writing Your Personal Story

REALIZATIONS EXERCISE

You have realizations every single day, but there are likely a handful of “Aha!” moments in your life that really shaped your journey. Think through your own history and write up to five core realizations that have led you to your purpose.

Realization

1



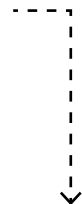
Realization

2



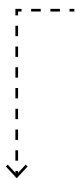
Realization

3



Realization

4



Realization

5

WHAT DO YOU DO?

Use your identity statement, purpose statement, and your big idea of impact to create standout answers to the common networking question: **“What do you do?”**

e.g., “What I do is what I believe. And what I believe is you deserve to spend more time living and dreaming than wondering and worrying in retirement.”

Identity Statement

What I do is what I believe. And what I believe is...

Purpose Statement

What I do is what I believe. And what I believe is...

Big Idea Of Impact

What I do is what I believe. And what I believe is...