

# MIGHTY WOMEN WORKSHOP

with Mary Lyn Jenkins & Big Fish Co.



**BIG FISH CO**

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# Mighty Women WORKBOOK

Happiness and success is driven by the quality of your \_\_\_\_\_.

1. On a scale of 1-7, how focused do you plan to be during this workshop?

Make a choice. \_\_\_\_\_

Now, make one adjustment to your environment that will move you to the best chance and maybe a higher number. \_\_\_\_\_

2. How much risk are you willing to take in this time with me? (1-7)

One is no risk at all; 7 is all in + all risk. Check in. \_\_\_\_\_

3. What is the one thing you're wishing to take with you from this workshop and from me? (what makes you think this is a good investment for you and your time?)

\_\_\_\_\_

\_\_\_\_\_ how we're showing up together before we get into the conversation itself.

Mighty Women is designed to elevate your \_\_\_\_\_ for the power we have in \_\_\_\_\_.

# MIGHTY WOMEN

## FOUNDATION OF SHARING

1

THE GOLDEN KEY IN SPEAKING

WHAT I CHOOSE TO REMEMBER....

IS WHAT YOU'RE SAYING REALLY WHAT YOU WANT TO BE CREATING?

# Journal

A large, empty rectangular box with a thin black border, intended for writing a journal entry.A large, empty rectangular box with a thin black border, intended for writing a journal entry.A large, empty rectangular box with a thin black border, intended for writing a journal entry.

# MIGHTY WOMEN

## AT CAUSE & ORDER UP

2

HAVE A WILLINGNESS TO REFINE FROM RIGHT HERE.

WHAT I CHOOSE TO REMEMBER....

- 1.VISION
- 2.MARKET
- 3.EXCHANGE
- 4.CREATE
- 5.EXPENSE
- 6.RETURN

HOW DID YOU CHANGE THE RULES?

# Journal

I'm here to introduce the world to a better \_\_\_\_

I want to inspire individuals to express their \_\_\_\_\_

My 1-click solution is \_\_\_\_\_

It's necessary to have what I offer because \_\_\_\_

I'm on a mission to \_\_\_\_\_

I can help you

I can help you

I can help you create

I can help you

I can help you increase

I can help you

I can help you

I can help you

I can help you

I can help you build

I can help you

I can help you

I can help you sell

I can help you

I can help you

I can help you start

I can help you

I can help you put together

I can help you

I can help you recognize

*foundation & at cause + order up*

What matters to me right now?

What matters to me right now?

What matters to me right now?

# MIGHTY WOMEN

## SOUL PITCH

3

CREDIBILITY, RELATABILITY AND TRUST

WHAT I CHOOSE TO REMEMBER....

IS WHAT YOU'RE SAYING REALLY WHAT YOU WANT TO BE CREATING?

IS WHAT I'M SAYING FOR MY LISTENER AND DOES IT CLOSE GAPS?



# soul pitch

## NAME +LOCATION

### RELATABILITY SOUND BITES

You know those people who.... (what is the problem that you solve?)

They've been struggling with \_\_\_\_\_.

You know who I'm talking about.... (Describe this person and their problem.)

If you are \_\_\_\_\_, then this is for you.

### CREDIBILITY SOUND BITES

How does it work? How do you do it? Here's what I do \_\_\_\_\_

I do this in \_\_\_\_\_ amount of time.

How will it make your listener /viewer /customer's life better?

### TRUST SOUND BITES

I'm grateful to be able to.....offer, deliver, create, give, provide...

to achieve....

and I do this through.....

# Soul Pitch

HOW CAN I EXPAND MY HUMAN-NESS (relatability, credibility, trust) IN MY SOUL PITCH?  
I CAN VARY (EXPAND OR CONTRACT) MY SOUL PITCH BASED ON MY LISTENER.

What have i done to build curiosity?

Talk in sound bites regarding how you solve problems.

What are 3-5 words or phrases that you've heard other people say when they describe you?

What are you adding to others' lives when they purchase your product or hire you for services?

What are some phrases that your brand voice would use?

Someone who just met you walks up and says, "I never knew business could work that way."

(What were they referring to in what you've created?)

I believe....(what I value)

GIVE YOUR CUSTOMER A PLAN.

WHAT DO YOU WANT TO OWN?

Give experience. "In my experience, here's what I gained....do you want me to share it?"

How can you give your same information through storytelling?

Be really good at a few things in your soul pitch. Don't dilute your ability.

You have to let go of what other people think and step into your own.

# BONUS

## KEYSTONE QUESTIONS

4

HOW WE WORK TOGETHER / NOT WHAT WE'RE WORKING ON

WHAT'S YOUR BEST? WHEN DO YOU SHINE? WHEN DO YOU FLOW?

KNOW YOUR DISTINCTION BETWEEN:

FULFILLED BY \_\_\_\_\_

GOOD AT \_\_\_\_\_

WHAT ARE YOUR PRACTICES AND PREFERENCES?

WHAT CAN YOU LEARN FROM PAST SUCCESSFUL RELATIONSHIPS?

WHAT CAN YOU LEARN FROM PAST FRUSTRATING RELATIONSHIPS?

HOW WILL WE FIX THIS WHEN THINGS GO WRONG?

# Value

WHAT WAS MOST USEFUL? OR MOST VALUABLE?

FOR YOU....

STAY ON TRACK 4-PACK FOR \$2500 (PAY IN FULL)

- Four (1) One Hour Coaching Calls: You'll get four hours of uninterrupted time to map out your idea using a set of frameworks that will get you from an idea to reality. Calls are scheduled in a cadence that supports the scope of your project. To be completed within (2) two months time.

OR....

3-DAY VIP BEACH BIZ INTENSIVE WITH DEPOSIT OF \$2500

- Minimize doubt. Increase revenue. Thrive through the process. Know-how and convenience. A year's worth of work in three uninterrupted days with experience and organization supporting every step. Customized and designed inside a schedule and proven frameworks that ensure you leave the beach with a business playbook — ready to apply. Consider this Biz Boot Camp with VIP treatment. \$10K