

“For writers, speakers, and coaches, this book is a game changer.”

—MICHAEL HYATT, *New York Times* Best Selling author

# YOUR MESSAGE MATTERS

How to **rise above** the noise  
and get paid for what you know

Jonathan Milligan

“You are doing something special for others and yourself by reading *Your Message Matters*. The investment of your time will come back multiplied with more confidence and enthusiasm—and you’ll discover your own powerful message that will inspire and encourage others along the way.”

Dan Miller, author of *48 Days to the Work You Love*

“To build a successful personal brand today, you need a platform. In *Your Message Matters*, Jonathan Milligan lays out a comprehensive four-step plan to help you turn your passion into a profitable online business. For aspiring writers, speakers, and coaches, this book is a game changer.”

Michael Hyatt, *New York Times* bestselling author

“What is your WHAT? That is a question I’ve been challenging others with for the past decade. Milligan lays out a comprehensive framework to help you discover the three most essential ingredients for building a personal brand online today. In the pages of this book, you’ll nail down your purpose, passion, and people. Now more than ever, this book is mandatory reading.”

Steve Olsher, founder/editor-in-chief of *Podcast Magazine*; *New York Times* bestselling author of *What Is Your WHAT?*

“I’m a big believer in building a portable lifestyle business. In *Your Message Matters*, Jonathan demystifies the process of how to take your story, experience, or passion and turn it into a thriving online business. There’s never been a better time to work from home doing what you love than right now.”

Natalie Sisson, chief potentialist and two-time #1 bestselling author of *The Suitcase Entrepreneur* and *The Freedom Plan*

“Serving a tribe of people online can sustain your business for a lifetime. But how do you get started in the first place? Jonathan takes you on a journey from believing you have a message to defining what your message actually is to marketing your message for business success. This book is a must-read for any online entrepreneur.”

Stu McLaren, founder of the TRIBE course and *Marketing Your Business* podcast

“Over the last decade, there has been an explosion of personal brand businesses online. Whether you want to write, speak, teach, or coach online, Jonathan has compiled the step-by-step roadmap to make that happen for you!”

**Kary Oberbrunner**, author of *Day Job to Dream Job*  
and *Elixir Project*

“In a world full of pretenders and pseudogurus, Jonathan Milligan is the real deal. He shows you how to quickly stand out and be heard in a noisy world . . . and ultimately build a business and a life you love, just like he has done himself. I’ve watched him grow his business from scratch the same way he teaches in this book. Read it now!”

**Matt McWilliams**, host of *The Affiliate Guy* podcast

“Finding your one and only purpose in this life can be daunting. In this book, Jonathan unpacks in detail why we don’t discover our purpose in life but rather uncover it. If you’ve been struggling with direction, this book will deliver!”

**Jared Easley**, co-founder, co-organizer, and VP of content  
and community for Podcast Movement

“You have a message to share and an audience to serve. But it’s easy to get stuck in the ‘how.’ In this inspiring and practical book, Jonathan walks you step-by-step through the process of uncovering your unique gift, discovering your ideal audience, and clarifying the problem your message solves. I highly recommend you grab a copy of this book! You’ll find the practical worksheets and assessments you need to finally make progress and make a living sharing your message.”

**Brian Dixon**, clarity coach and co-founder of hope\*writers;  
author of *Start with Your People*

“You have a message, and you deserve to have your message heard. Read Jonathan’s book and you’ll discover how to build multiple streams of income from your message. This book is ideal for speakers, writers, and coaches alike. Grab your copy today; you can thank me later.”

**Grant Baldwin**, author of *The Successful Speaker*

# YOUR MESSAGE MATTERS

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# YOUR MESSAGE MATTERS

How to **rise above** the noise  
and get paid for what you know

# Jonathan Milligan



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This book is dedicated to my beautiful bride,  
Charity,  
who said I'd write a book one day.  
You believed in me before I believed in myself.  
Without your persistent encouragement,  
this book never would have been written.  
I love you.

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# Introduction

*“I’m just ready to go fail at something.”*

I spoke those exact words to my coworker late one night in an empty parking lot. I had finished the night shift of my call center job, and I was exhausted.

My exhaustion wasn’t from work, but from a more profound frustration in my life. Nine months prior I had quit my safe and secure job teaching at the local high school. Both of my parents are retired educators, so I had long assumed my life’s work would be the same. After all, teaching is a great profession. You get the summers off, you are not called in to work on the weekends, and when your kids are off, so are you. But I was miserable at my high school teaching job. I loved to teach. I even had a great relationship with the students, but I couldn’t shake the feeling that there was something else I might love even more. Something was stirring within my soul. I felt a calling for something specific to who I am. But I had no clue as to what it could be.

And so I made the difficult decision not to renew my teaching contract. Instead, I pursued the world of entrepreneurship.

Quitting my teaching job was no easy choice, especially with a young family at the time. Still, it felt like the right decision. My wife, Charity, and I had been married for just five years. Our daughter, Kayla, was two years old, and we were expecting a son, who we named Jordan. I felt the weight of responsibility on my shoulders to provide for my family. Was it even possible to find work I felt called to? Should I just focus on finding work that provided for my family instead? Was I just being selfish by trying to pursue a different line of work? Is there even a way to do both (provide for my family and do work I love)? Those were the deep questions I was wrestling with.

I landed a call center job at night to cover the monthly bills, which left my days free to launch a business of some kind. Nine months later, though, I had nothing to show for it. I'd read every business book, watched every online video, and bought every course that I thought could help, but I had zero results. I had done all of the research, but I felt stuck and unsure as to what to do next.

Have you been there? You decide to go hard after your dreams and end up drowning in a sea of information instead. That's what happened to me. Paralysis by analysis had set in. For months I'd thought *a little bit more information* was the secret to unlocking my success. If I knew everything, I couldn't fail, right?

Wrong. The fact is, learning is important, but it often gives us a false sense of progress. No one can ever learn their way to results in life. That hard reality was now settling in.

Then one night I let my frustration out with a coworker. "I'm just ready to go fail at *something!*" I was tired of feeling immobilized. I was finally ready for action, even if the result I got wasn't the one I wanted. Once I spoke those words, I knew I would never be the same. My situation didn't change, but my mindset shifted. The pain of not going after my dreams had become greater than the pain of failing at something.

So I decided to just get started. I first dabbled in real estate. My idea was to buy an undervalued property and make money fixing it up. I found a rundown single-family home in a decent neighborhood and purchased it. My days were spent running errands to Home Depot (way too many times I might add). My nights were spent clocking in at the call center so I could still pay the bills. Life was busy. A few months later, things finally began to pay off. I walked away with \$12,000 in my pocket after a successful real estate sale. While I should have been ecstatic about my results, the biggest lesson I learned was that real estate was not my thing. I just didn't enjoy the construction and remodeling process.

I took the money I had earned from the property and used the funds to join a business start-up. Since the company was practically brand new, they couldn't offer me a salary. I would have to work on a 100 percent commission instead. The money we earned from the real estate sale would serve as my family's paycheck until I earned my first commission. The business was an executive search firm for accounting professionals. The crazy part is that I had no background in accounting and finance. But I stayed at that job for over seven years. I learned the ins and outs of career transition of accounting professionals. Still, I knew this wasn't my life's work.

## **The Day Everything Changed**

One day, almost by accident, I came across an old out-of-print book entitled *Acres of Diamonds*. Before it was made into a short book, it was first a lecture given by the founder of Temple University, Russell Conwell. In the book, Conwell shares the tale of an African farmer who searched for wealth and meaning. The man had heard stories of other settlers who had made millions discovering diamonds. Desiring to achieve the same, he sold his farm

and spent the rest of his life traveling Africa in an unsuccessful attempt to find diamonds. Broke and depressed, he finally threw himself into a river and drowned.

Meanwhile, the man who had bought his farm was walking along on his property one day when he discovered an unusual stone in the creek bed. It turned out to be a diamond. On further investigation, he found the entire property was covered in beautiful diamonds. That land would become known as one of the world's richest diamond mines. If only its original owner had taken the time to cultivate his own land first, he would have found the millions he sought<sup>1</sup>

The moral of the story is this: finding your purpose in life is not an *external* pursuit but an *inward* journey. You don't find your purpose in life; you uncover it. Like a diamond in a mine. As Swiss psychologist Carl Jung advised, “Your vision will become clear only when you look into your heart. Who looks outside, dreams. Who looks inside, awakens.”<sup>2</sup>

And there it was in black and white. My life was like the African farmer who was only focused on his external pursuit of purpose and happiness. He mistakenly thought he'd find his purpose out there somewhere. I had finally discovered a profound truth that would alter the trajectory of my life. The truth I found was this: my purpose was right under my nose all along. My purpose would reveal itself once I uncovered what was unique about me—*my* hidden diamond.

Through a series of self-discovery exercises that I'll walk you through later in the book, my hidden diamond (what we'll refer to as your unique gift) began to be revealed. My unique gift was “resourcefulness.” The way I best expressed this gift was through teaching. Not traditional teaching, but teaching in a new, creative way that I'll show you in this book. Once I made this discovery, I immediately thought, *Now what? How do I apply my unique gift to work I'm passionate about?* I didn't

## *Introduction*

know it at the time, but I needed a *message*. What I would later come to discover is that a message combines three things: purpose, passion, and people.

At the time, I was passionate about helping people find a better job. The people I could best serve at the time were accounting professionals. The only thing missing from the equation was me being able to fully utilize my unique gift—me, being a resourceful teacher.

I found the answer to my problem in launching a career advice blog. It was the perfect outlet for my resourcefulness. I could write career-related articles, create online courses to sell, and offer coaching services. I was doing none of these things at the time because in the traditional model of executive recruiting you only earned money when you placed a candidate in a new job. Besides, I wanted to build my own business where I could work from anywhere.

But there was still a problem. As I mentioned earlier, I'm not an accountant. I didn't even take accounting in college. *Who am I to go off on my own and build a business advising accountants?* I wondered. My lack of confidence was holding me back from going after my dreams.

That's when I discovered a secret that is the premise of this entire book.

Confidence comes from the deep belief  
that the world needs your message.

Simply put, *your message matters*. Big or small, if your message has the power to change someone's day—or life—you have a responsibility to share it. Doubts vanish, delays diminish, and distractions fade when we focus on our message. When we focus

our attention on ourselves, doubt creeps in. But placing our focus on our message increases our confidence.

Drawing from this newfound confidence, I finally launched that career advice blog in 2009. It wasn't perfect, especially in the beginning, but I was starting to finally lean into my purpose. By tapping into my resourcefulness, I published a few career-related articles each and every week. After a few months, I started receiving emails from people across the country and even around the world who had read and benefited from my articles. That's when I decided to take it a step further. I created an online course that allowed me to teach others how to go from designing a resume to negotiating a salary. Before too long, the online course was up for sale on my blog. From there, I began to discover other ways to earn money from this blog—many of which I'll also teach you in this book. When it was all said and done, by 2011 I had built an online career advice blog into a business with twelve income streams. I was able to leave my day job and work full-time from home. The best part was that most of the income streams didn't require my time and attention. I was no longer trading time for dollars. I had a business I loved that also gave me the freedom I so desperately wanted.

Next, I took the same business-building principles I had learned from the first blog and applied them to building a second successful online business brand. Applying these principles in a new setting proved to me beyond a doubt what I already knew: these principles work.

Now I want to teach you how to do the same. You're reading this right now because you have a stirring deep within. You know you have more to give. You know you have more to contribute. Maybe you already have a story, passion, skill, or experience you'd love to turn into a business. Perhaps you're not even sure what your message is yet. Either way, this book is your roadmap to making things happen.

## The Amazing Opportunity That Exists for All of Us

This time in world history is special for lots of reasons. The world has drastically changed in the last two decades. It's changed so fast, though, that many of us are unaware of the new opportunities in front of us. Opportunities that were once impossible for most people are now available to everyone. The playing field of building a business is now more level than ever before. Before the dawn of the internet, advertising (or, put in another way, messaging) was primarily controlled by big companies with large advertising budgets. If you wanted to get your message out and build a business two decades ago, your options were to spend a lot of money, spend a lot of time, or do both. Examples of old, expensive methods of advertising include

- TV commercials
- radio advertising
- direct mail campaigns
- networking
- newspaper advertising

Under the old advertising model, the business with the biggest advertising budget won. Large companies got larger while smaller start-ups struggled to get their message out.

Then, the internet changed everything. It was a seismic shift that went unnoticed by most of society. Only a handful of online entrepreneurs noticed the change. The ones who noticed were able to grow their following, income, and impact quickly.

In his book *Dotcom Secrets*, author Russell Brunson describes a marketing seminar he attended at a local Holiday Inn that opened his eyes to the new opportunity. Russell noticed that “instead of using mail, they were using email; instead of using magazines, they had blogs; instead of the radio, they were using podcasts. It was fascinating, I was hooked from day one.”<sup>3</sup>

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Almost overnight, the new media had burst onto the scene. Just look in the following table at the difference between the old media versus the new media of today.

<b>Old Media (High Financial Cost)</b>	<b>New Media (Little to No Cost)</b>
TV shows (or commercials)	YouTube channel
radio shows	podcast show
direct mail campaign	email list broadcast
networking	social media networking
newspapers	blog posts

Today, anyone with a message can build a platform from the comfort of their own home.

- Want to start a TV show? Launch your own YouTube channel.
- Want to be a radio host? Start a podcast show.
- Want to broadcast a sales message? Send an email to your list.
- Want to network with others? Leverage social media outlets.
- Want to build a newspaper readership? Launch a blog.

The point is that you already have access to everything you need to be successful. All you are in need of is a roadmap—a step-by-step plan that has proven to work across industries, personalities, and geographical locations. That’s what this book will provide. In the pages ahead, you’ll hear stories of ordinary people who are leveraging today’s media to build their business. You’ll discover how

- a bread truck deliveryman from Milwaukee built an international marketing agency
- a college dropout built a Fortune 5000 business in just five years sharing his advice online

- a camera-shy woman grew a seven-figure online education business about livestreaming
- a struggling young man and formerly suicidal teenager turned his mess into his message and became a bestselling author
- a burned-out corporate employee left her day job to travel the world (all while running a business from her laptop)

We live in a fantastic time. Anyone anywhere can influence anyone anywhere. With a laptop and a Wi-Fi connection, you can run a profitable business online—no matter the location. Wow, how times have changed. Before the internet, you had to physically move to take advantage of opportunity. Whether it was the Gold Rush of the 1850s or the Second Industrial Revolution of the early 1900s, opportunity was always location dependent. Think about the music industry. For decades aspiring singers have moved to Nashville, Tennessee, with the hope of being “discovered.” Many became waiters and waitresses to pay the bills, while doing what they really love on the weekends: singing. But today, you don’t have to move to Nashville to get noticed.

A recent article from *Become Singers* listed the top ten singers who got famous through YouTube. A few of those singers include Justin Bieber, Carly Rae Jepsen, Greyson Chance, Cody Simpson, and Tori Kelly.<sup>4</sup> It’s true: anyone anywhere can influence people everywhere.

- It doesn’t matter where you live.
- It doesn’t matter what’s on your resume.
- It doesn’t matter what credentials you have or don’t have.
- It doesn’t matter how young or old you are.
- It doesn’t matter how successful you’ve been in life.

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If all this is true, then what is required to get started? In order to launch the business of your dreams, there are only two requirements.

First, you must believe you have a message to share. I'm often surprised at how many people discount their experience, skills, or story. They don't see the gold mine of opportunity in front of them. You *do* have a message; you just need to uncover it.

Second, you must believe that your message *matters*.

That's it.

You probably have many questions at this point; that's okay. In the pages ahead, we will walk you through a proven roadmap to help you put all of the pieces together. All I'm asking of you is to be willing to go on the journey with me.

Let's begin.

PART 1

# BELIEVE YOUR MESSAGE

“Writing is not your thing. Don’t become a writer.” I heard those words in my freshman year of college from the English professor. Creative Writing 101 was one of the few college classes I enjoyed. But I couldn’t seem to score higher than a C on most of my stories.

I set my dream of writing on the shelf.

Words have power and can shape your identity if you let them. And I did. Actually, I let *one person’s* opinion tell me that I wasn’t a writer—my college professor’s. And I lived with the effects of that for a long time.

“You’re going to write a book someday!”

Not long after we married, my wife said those words to me. At the time, I couldn’t have been any further away from being able to make her declaration come true. For one thing, my writing dream was dead. But that wasn’t the only problem.

I had no audience.

I had no experience.

I had no manuscript.

I had no book idea.

I wasn’t a professional writer.

As far as I was concerned, I was in the wrong place at the wrong time to become a professional writer, and I was going in the wrong direction if I wanted to make it happen. I’d even skipped typewriting class in high school to take yearbook instead. To this day, I still don’t set my fingers on the home row while typing. My writing dream seemed completely dead. But words are powerful. My wife’s words that day set in my heart a belief that I could be a writer someday.

Fifteen years later, I had forgotten that she’d said those words to me. It was a spring day in March of 2015, and the first copy of my first book had showed up in my mailbox. There’s nothing like holding your own published book in your hands for the first time. I handed it to my wife, and tears fell from her eyes as she held the book. She looked at me and said, “I told you . . . you’d write a book someday.” And then the memory flooded back. I remembered her saying the words. And she had been right. I had written a book, just as she’d predicted.

It was a special moment we shared together.

For over twenty years, I had let one person’s opinion carry too much weight in my life. I had let my college professor’s words dictate my future and my calling. Thankfully, my wife’s words later had a positive effect that overrode that message. But I had lost many years when I could have been writing, all because I trusted someone

else's opinion more than I trusted what I felt inside. Don't let the discouraging words of others become an anchor to your soul.

Pushing past fear and stepping forward with confidence is something that's easier said than done. Have you ever been excited about a new idea only to have the wind knocked out of your sails by another person? That's precisely how Ryan, a reader of my blog, felt. He said it this way: "What do you do when a lack of verbal confirmation from others sucks the wind out of your sails before you've even had a chance to lift the anchor?"

Our message is our sailboat; the high seas are the exciting adventure that awaits. One negative forecast by a bystander causes us to question the mission. We begin to think safety is better than adventure. That playing it safe is better. The problem with this line of thinking, though, is that the pain of experience weighs in ounces, but the pain of regret weighs in tons.

How do we overcome those feelings of inadequacy, especially when we feel like we don't belong? How do we balance those feelings with the burning desire to get our message out so we can help more people? Maybe we feel a lot like Susan, one of my survey respondents, who said, "How do I quiet the inner self-critic who tells me I'm not the right person for the job?"

If you struggle with doubt, you are not alone. Suzy Kassem, an American writer and philosopher, says it best: "Doubt kills more dreams than failure ever will."<sup>1</sup> If you think about it, most of us don't fear doubt. What we fear most is failing. But if what Suzy Kassem tells us is true, doubt is the more reasonable fear. Too often we treat doubt as a sign *not* to do something. But what if the reverse were true? What if at the first sign of doubt we recognized the need to take bold action instead? How different would our lives be if we treated doubt, not failure, as the dream killer?

But how do we overcome doubt on a consistent basis? The only way to kill doubt is to grab hold of confidence. The more courage we display, the less doubt holds us back from being our best.

Dan Sullivan, founder of Strategic Coach, says, “Protecting and cultivating your confidence is your number one responsibility as an entrepreneur because confidence is the ability that activates all other abilities.”<sup>2</sup> For many of us, confidence in ourselves seems impossible. We know our shortcomings. We know where we lack self-discipline. We know we don’t have everything together. So how can we live with confidence without feeling like an imposter? As a not-yet-successful writer, I was struggling with all these same thoughts and questions.

But as you’ll learn in part 1, confidence comes when you *believe* your message matters. What you’re about to discover is that confidence is not about the messenger at all. It’s about the message. Let’s get started.

# 1

## What Exactly Is a Messenger?

In his modern-day parable, *The Dream Giver*, Bruce Wilkinson tells the tale of a character named Ordinary, who lives in the Land of Familiar. Each morning Ordinary gets up to go to his Usual Job. In the evenings after dinner, he sits in his recliner and stares at the box that mesmerizes most Nobodies. Every day is an exact copy of the day before. Ordinary seems content with his daily routines. He is content with life and finds it to be reliable and predictable. That is until the day everything changes. Bruce Wilkinson describes it like this: “Ordinary noticed a small, nagging feeling that something big was missing from his life. Or maybe the feeling was that he was missing from something big. He wasn’t sure.”<sup>1</sup>

Later in the story, Ordinary discovers that the nagging feeling is his big dream, tugging at him to be noticed. At first, this realization excites him. The thought of going after his big dream gives purpose to his life. Yet Ordinary has a big problem: the dream inside of him is too big for an Ordinary like himself.<sup>2</sup>

Can you relate? Do you have a small, nagging feeling inside that maybe something is missing in your life? Maybe, like Ordinary,

you're not even sure exactly what it is. That's okay. All you need to build the business of your dreams is to answer four fundamental questions:

- What is your unique gift?
- Who do you want to help?
- What problem will you solve?
- How will you attract the people you can help to your business?

I will help you answer each of these four questions in the pages ahead. After following the plan laid out in this book, you'll know with confidence what is the right path forward for you. You'll be ready to begin your work as a messenger. But before we jump into action, we must answer an important question: What exactly is a messenger?

## **The Eight Attributes of a Messenger**

As you go through the book, you'll hear two terms I use often: *messenger* and *message-based business*. Assuming these concepts may be new for you, let's define them both now.

First, the term *messenger*. A messenger is anyone who has a passion, message, skill, or story to share with the world. In other words, you have a desire to influence others with information and advice that can help them be successful.

Second, the term *message-based business*, another phrase we will be using throughout the book. A message-based business earns income through the selling of information, instruction, and advice. A few examples include online courses, membership sites, speaking engagements, coaching programs, books, and events. A message-based business is ideal for those who want to write,

coach, teach, or speak for a living. In chapter 14, I'll share with you twelve different ways you can get paid to share your message.

But how do you know if you want to be a messenger or even build a message-based business to begin with? After carefully observing this still fairly new and growing industry, I've discovered some attributes that are common to all messengers. To be clear, you don't need to possess all eight attributes to qualify. If any are true for you, then this is the business for you. Read through the following list of eight attributes and place a check mark by those that resonate with you.

***1. Messengers are creatively driven.***

Messengers are wired to create. They can't escape their desire to be creative. They actually feel *called* to create. When it comes to their daily calendar, they love seeing zero appointments. It's not because they are antisocial. They just see an empty calendar as a blank canvas. They dream of having total creative freedom to express their thoughts and ideas. That creative urge can be expressed in many different ways. In my work, I often see it come to life in four ways: writing, speaking, coaching, and teaching.

***2. Messengers are mission oriented.***

Messengers wake up each day on a mission. They serve a cause greater than just personal survival. A messenger often sees the potential in others before they see it in themselves. While most of society is working for the weekends, messengers are working for a mission they deeply believe in.

***3. Messengers are transformation makers.***

Working hard just to earn a living doesn't appeal to most messengers. They are more deeply motivated by the prospect of causing

change in the world and the lives of others. Income with no impact leaves an uncomfortable emptiness in the life of a messenger; they want the double win of both earning an income and making an impact. A messenger intends to work on things that make a difference in people's lives.

***4. Messengers are challenge seekers.***

Messengers get bored with living in the comfort zone of life. Comfort equals boredom for many of them. They aren't reckless or delusional, but they do view new challenges as exciting. They know the best fruit is found out on the end of the limb. While messengers may sometimes doubt their abilities, they still know that the undiscovered path is more exciting than the beaten-down trail.

***5. Messengers are gift cultivators.***

Messengers feel a curiosity about human potential. First, they desire to cultivate their own gifts. They want to live to their full potential. They love the insights they learn from personality tests and self-evaluation assessments. They enjoy becoming more self-aware and making new discoveries about their own personality and strengths. But messengers also enjoy unlocking new insights for others. They want other people to live to their full potential, and they want to help. At times, they may even want to see change in others more than others want change for themselves. This is because most messengers see their primary role as the guide, not the hero. They desperately want those they influence to step into the hero role they were meant to live.

***6. Messengers are leading learners.***

While learning and education end after college for most people, messengers are lifelong learners. They possess an intense desire to

grow, learn, and be better. They consume books, watch courses, and attend events on topics in which they have an interest. Messengers can't help but turn around and teach what they've learned. Teaching is the ultimate form of learning for them. Being a leading learner keeps them fresh, engaging, and relevant.

**7. *Messengers are freedom lovers.***

Messengers don't readily accept the status quo. Because they are change-makers, they often see the status quo as confining and conforming. Instead of believing this is *just the way things are*, they see how things can be better. They are on a crusade for freedom. High performance expert Brendon Burchard explains it this way in his book *The Motivation Manifesto*: “We are all meant to be wild and independent and free, our hearts filled with a ferocious passion for life. The day is meant to be ours, and our purpose within it is to live as who we truly are and enjoy the full terrain of life’s freedom as we chase our own meaning and purpose, our own legacy.”<sup>3</sup> Messengers want people who feel stuck to know there is a better way to live—that there is a way to break out of their constraints and live a life of freedom.

**8. *Messengers are future focused.***

While most people focus on the challenges of today, messengers dwell on the possibilities of tomorrow. They often wonder, *How could life be different tomorrow if we just change what we are doing today?* Messengers inspire others to lift their heads, cast their eyes on the horizon, and stand in the future to see what could be.

How many of these eight statements resonate with you? If you see glimpses of yourself or your desires in these statements, then you are in the right place. Sure, you may have more questions than

answers right now, but that's about to change. In the pages ahead, I'll help you clarify your message and then show you how to build an amazing business helping others.

## **When Staying the Same Is Not an Option**

What Ordinary felt inside was the stirring of his big dream. To get to the land of promise, he had to leave the Land of Familiar. To leave the Land of Familiar, he had to get past the Border Bullies blocking his path. To his surprise, the Border Bullies were not strangers, but people he knew: "He never imagined they'd be some of the Nobodies who knew him best! Now his Mother, Uncle, and Best Friend all stood silently before him, blocking his view of the bridge to his Big Dream. How would he ever get past them? Should he even try? He needed time to think."<sup>4</sup>

Most creative entrepreneurs feel a lot like Ordinary. They feel isolated with a big dream inside them. I know I did. No one else quite gets the vision we see. Where we see an opportunity, our friends see demise. They don't want to see us get hurt. They don't want to lose something important—*us*. But what they fail to realize is that staying the same is already killing us. It's a slow death of the soul. We were born with a purpose, calling, or deep mission to pursue. Our high sea calls. We must answer.

But before you get started on the *how*, you must believe, like Ordinary, that your dream is worth it. That's what we'll unpack next.