

ALYSSA REINBOLT

★ STRIKE YOUR HERO POSE ★



FIND YOUR VOICE.
YOU'VE HAD THE POWER ALL ALONG, MY DEAR

TURN
SCROLLS
INTO SALES



A STEP-BY-STEP WORKBOOK
BY SASSY CONTENT CREATION



Hey there, Super Hero

IF YOU'VE EVER STARED AT A BLINKING CURSOR WONDERING HOW TO SOUND LIKE YOURSELF ONLINE (BUT ALSO MAKE IT CONVERT)

this is for you.

THIS ISN'T JUST A GUIDE. IT'S A CONFIDENCE INFUSION FOR YOUR BRAND VOICE BECAUSE WHEN YOU STOP PLAYING IT SAFE AND START WRITING LIKE YOU OWN THE DAMN ROOM? THAT'S WHEN THE RIGHT PEOPLE START PAYING ATTENTION

and paying you.

LET'S GET YOUR MESSAGE CLEAR, BOLD, AND UNMISTAKABLY YOU.

What Is your Bold Brand Voice

YOUR BRAND VOICE IS THE VIBE YOUR CONTENT GIVES OFF
THE TONE, RHYTHM, AND ENERGY THAT MAKES IT RECOGNIZABLE
ASK YOURSELF:

- IF YOUR BRAND WAS A PERSON, HOW WOULD SHE TALK?
- WOULD YOUR IDEAL CLIENT RECOGNIZE YOUR VOICE WITHOUT THE LOGO?
- ARE YOU SAYING THINGS THE WAY YOU'D ACTUALLY SAY THEM?

HOT TIP: IF YOUR CONTENT COULD'VE BEEN WRITTEN BY ANYONE, IT'S TIME FOR A GLOW-UP.

First Steps

TAKE A FEW MINUTES TO REFLECT ON YOUR PERSONAL AND PROFESSIONAL GOALS AND ANSWER THIS. WHERE AM I CURRENTLY HOLDING BACK MY VOICE—AND WHAT AM I AFRAID WILL HAPPEN IF I SHOW UP FULLY?

WRITE YOUR ANSWER HERE...

IF I TRUSTED MY VOICE COMPLETELY, WHAT TRUTH WOULD I SAY OUT LOUD THAT I'VE BEEN MUTING—AND HOW MIGHT MY AUDIENCE RESPOND IF I FINALLY SAID IT?

WRITE YOUR ANSWER HERE...

Choose your Hero Archetype

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Decide who you are and do it on purpose.

1. THE FIRESTARTER: SPICY, UNAPOLOGETIC, LOUD IN THE BEST WAY. THINK: HOT TAKES, POWERFUL TRUTH BOMBS, A SPRINKLE OF SASS.

2. THE POWER COACH: CONFIDENT, CLEAR, AND NO-NONSENSE. THINK: MOTIVATION WITH STRUCTURE AND STRATEGY BAKED IN.

3. THE HYPE CREATIVE: WARM, CHEEKY, AND DEEPLY RELATABLE. THINK: BFF ENERGY WITH A MAGNETIC CREATIVE TWIST.

Journey from Sidekick to Superhero

Before

"I HELP SMALL BUSINESS OWNERS WITH SOCIAL MEDIA"

"DOWNLOAD MY FREE GUIDE"

REWRITE ONE OF YOUR CURRENT OPT-INS OR CTA LINES TO REFLECT YOUR HERO VOICE. MAKE IT FEEL BOLD, AUTHENTIC, AND UNMISTAKABLY YOURS.

After

"I HELP SMALL BIZ REBELS TURN THEIR QUIET PRESENCE INTO LOUD, IRRESISTIBLE CONTENT THAT CONVERTS."

"SNAG THE FREEBIE THAT FINALLY MAKES YOUR CONTENT SOUND LIKE YOU."

DO THIS ACROSS YOUR WEBSITE, BIOS, OFFERS, AND CAPTIONS. EVERY WORD COUNTS.

Bonus Thought Starter

WHAT DOES 'HEROIC' CONTENT MEAN TO ME PERSONALLY, AND HOW DOES IT ALIGN WITH THE LEGACY I WANT MY BRAND TO LEAVE?

IF I KNEW MY WORDS COULD GENUINELY SHIFT SOMEONE'S MINDSET TODAY, WHAT MESSAGE WOULD I BE BRAVE ENOUGH TO SHARE... NO FILTERS, NO FEAR?

WRITE YOUR ANSWER HERE...

Take your time here.
This is your voice training in action.

WRITE YOUR NEXT HEROIC POST (YES, RIGHT NOW)

PROMPT: WHAT DO I WISH MORE PEOPLE IN MY INDUSTRY WOULD STOP DOING?

CTA: WHAT DO I WANT MY AUDIENCE TO DO AFTER READING THIS?

tone check: DOES THIS SOUND LIKE ME? DOES IT MAKE ME WANT TO HIT "POST"?

WRITE IT. STRIKE YOUR POSE. THEN GO HIT PUBLISH.

want personalized feedback on the post you just wrote? My \$7 Mini-Audit gives you tailored insights on your messaging, tone, and CTA clarity.

check out the final page for details!

CHAPTER 8:
THE END

Dear Hero:

YOU'VE TAKEN THE FIRST STEP—NOW IT'S TIME TO STRIKE YOUR POSE AND MAKE IT COUNT. I'M SO PROUD OF YOU! YOUR VOICE ISN'T JUST A BRAND ASSET. IT'S A SUPERPOWER. AND YOUR FIRST MISSION? WRITE A PIECE OF CONTENT THIS WEEK THAT SCARES YOU JUST A LITTLE. THE KIND THAT SAYS WHAT YOU REALLY WANT TO SAY. NO FILTERS. NO FLUFF. JUST TRUTH, HEART, AND YOUR UNMISTAKABLE VOICE.

Post it. Share it. Own it.

THEN TELL YOUR AUDIENCE WHY YOU CHOSE TO SHOW UP THAT WAY.

AND INVITE THEM TO DO THE SAME.

ASK THEM: WHAT TRUTH HAVE YOU BEEN SITTING ON? WHAT WOULD IT LOOK LIKE TO SHARE IT OUT LOUD TODAY? CREATE SPACE FOR VULNERABILITY, SPARK REFLECTION, AND LEAD BY EXAMPLE. THAT'S HOW MOVEMENTS START.

NOT WITH NOISE, BUT WITH BRAVE, INTENTIONAL ACTION. BE THE ONE WHO LIGHTS THE TORCH.

I'LL BE HERE, CAPE IN HAND, CHEERING YOU ON.

KEEP IT SASSY!

Allyssa

P.S. WANT PERSONAL FEEDBACK ON YOUR MESSAGING? GRAB MY \$7 BRAND VOICE MINI-AUDIT AND I'LL REVIEW YOUR VOICE, POSITIONING, AND CALLS-TO-ACTION FOR YOU SO YOU KNOW EXACTLY WHAT TO DO NEXT.

JUST EMAIL ME WITH THE SUBJECT: READY FOR MY NEXT MISSION AT [INFO@SASSYCONTENT4U.COM](mailto:info@sassycontent4u.com)

Bonus: Superhero Checklist

STRIKE YOUR HERO POSE

MY HERO KEYWORDS ARE:

WRITE YOUR ANSWER HERE...

THIS WEEK'S CONTENT MISSION

WRITE YOUR ANSWER HERE...

MY HERO KEYWORDS ARE:

WRITE YOUR ANSWER HERE...

want your content to hit harder and connect faster?

PICK 5 WORDS OR PHRASES THAT EMBODY YOUR HERO VOICE—THEN SPRINKLE THEM THROUGHOUT YOUR CONTENT TO BUILD CONSISTENCY, EMOTIONAL RESONANCE, AND INSTANT RECOGNITION.



THE FIRESTARTER

UNAPOLOGETIC • DISRUPT • DROP THE TRUTH • NOT HERE TO PLAY • BURN IT DOWN (AND REBUILD)



THE POWER COACH

CLARITY • ACTIONABLE • RESULTS-DRIVEN • SHOW UP STRONG • OWN YOUR WINS



THE HYPE CREATIVE

MAGNETIC • LET'S PLAY • REAL TALK • GLOW UP • HEART-LED HUSTLE