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portfolio – autoresponder series (3 of 9)

Nurture Email Sequence: Free Community Members – Email 3

Sent 3 days after signing up

Subject: 3 Reasons Social Profiles Suck (and how to unsuck yours!)

Hi, [FNAME],

This set of tips is extra fun because you can use these principles in all your social profiles, not just within our community. So, let's get started.

Social Profile blunder #1 – (Plain and simple) It's BORING!

Let's take a closer look at boring. Specifically, let's review synonyms for the word 'boring': *colorless, commonplace, dull, flat, lifeless, monotonous, mundane, spiritless, tame*, etc. You get the point. Nothing in the multi-verses is boring and neither are you! As a change-maker you are everything but. However, it may take a little effort to shift from boring to brilliant. Ready? Let's flip boring on its end...

The SOLUTION TO 'BORING': There's a cure for a boring profile: simply use colorful language and play with your writing! Think of your profile as a living entity and:

- Use words that are uncommon or not often used in everyday vernacular.
- Use words that you wouldn't, usually.
- Use a mix of short and long sentence structures.
- Use creative emphasis and punctuation (but don't go too crazy with this), e.g. Who You Are (capital first letter of each word).
- Add language that gives the reader a clear mental picture e.g. "I have been writing short stories since I was 11. At the rich age of 94, if I put all the pages of these stories end-to-end, they would wrap around Earth at least twice."

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HOW? Take the list of synonyms above for the word 'boring' and choose 5 of these words. Write them on a piece of paper or type them in a document. Now, create a few antonyms (the opposites) for each of these that genuinely reflect you. Let me give you an example:

'colorless' – (antonyms) vibrant, alive, sparkly, vivacious, brilliant, stimulating

Rewrite your profile and infuse these words in a way that lets readers know you are a brilliant spark in this Universe with much to offer others. You are an energetic force, ready to positively impact the world. (One of my personal favorite tools is the online Thesaurus. If you ever need an inspiration for a new way to say the same old thing, this is the best place to start.)

Social Profile blunder #2 – It's SAFE!

What do I mean by 'safe'? Diluted. Milquetoast. Apprehensive. Ineffective.

Initially, most of us are uncomfortable writing about ourselves. As soon as we sit down to draft something, up in our face pops unexpected issues of worthiness and self-doubt, and thoughts of how our expression of ourselves will be perceived by others. We don't want community members to think we're boastful or arrogant, egotistical, pompous or pretentious. So you know what happens? The only thing that can happen: S-A-F-E.

When we remain in the cocoon of safety, Who We Really Are never fully emerges. It is our way of playing small and taking only the minutest risks. Do you know that one of the greatest risks we can ever take is to allow others to see our authentic selves?

I don't know about you, but there are moments that I'd rather organize my sock drawer one more time than open up by revealing Who I Am and feel that vulnerability. Admittedly, it's scary, especially at first, but in the end, sharing who you are in a way that is bold and unapologetic is what the world needs now. As you shine, you give others permission to do the same.

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For others to actually see you, you must show them. Here's how to shift from safe to seen.

The SOLUTION TO 'SAFE': The quickest way to unsafe your profile (and unsuck it at the same time) is to share something that by doing so, leaves you feeling at least a little bit uncomfortable or vulnerable. The temporary discomfort will ease into an increasing desire to reveal even more over time.

At first try something 'light' but meaningful, like, 'I grew up in a family where silence was the norm. As an adult I figured out that that is the primary reason I am now so outspoken; especially when there is injustice. My upbringing was the foundation for my work as a patient advocate.' This example shares something very personal, yet doesn't make the parents or the family dynamic wrong. Clearly, the person who shares this is not a victim of circumstances. And this can be very helpful for others.

HOW?

Get a blank sheet of paper or open a blank document. Brainstorm all your thoughts about what you'd say in your profile IF you were really able and willing to let people see you in all your magnificence. Remember, we're just pretending here {wink, wink}. (By making this a 'game' your ego and subconscious mind will allow the thoughts to flow freely, because there's no actual threat of changing anything!)

As the thoughts pour forth, just keep writing until the flow stops.

Now it's time to draft a fresh profile and actually use some of the ideas from your list! Yes, go ahead. Give yourself permission to incorporate at least three of the items from your brainstorm list. After all, they came from you... from the inner part of you that is ready to be seen and acknowledged as the extraordinary person you are.

Safe is the haven to retreat, regroup, and regroup when necessary. It is not the basis for an ever-expanding life. Just like Jack Canfield said in the Choice Point movie, the purpose of the Universe is to expand. That's our purpose, too.

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Social Profile blunder #3 – It's (energetically) FLAT!

Words contain and transmit energy. If you are uninspired, unsure or otherwise energetically disconnected from the content in your profile (that carries your unique energetic imprint into the world via technology), others will experience your words as 'flat.' No matter how colorful or creative you can be with the words themselves, energy carries the message of truth... of what's the dimensional layer and resonance behind the actual words.

Surely you have read profiles that felt lifeless. And in contrast, you have experienced profiles that left you excited, energized and sometimes, ready to conquer the world, based on how you felt after reading them. THAT'S what I'm talking about! Ready to fix that flat?

The SOLUTION TO 'FLAT': Now you understand how important it is to write your profile content with passion. After all, this exercise is telling a living story about you. How exciting!

Write when you are most creative and inspired. When you create from this space of genuine awe at the life you have lived so far, this comes through to your readers. They feel the essence of you in a very real way. And they can then know you on a deeper level... a soul level, where soul-hearts unite.

HOW? The easiest way to infuse your profile with life is to bring awe, gratitude and self-admiration into the writing process. You have accomplished so much. You have become. You have grown. You have overcome. If anyone else looked at your life, THEY would be in awe. Why not adopt this same sentiment as a gift to yourself?

You are amazing and now is the moment, this is the Choice Point, to really step up into this truth, capture it in words, and use it in your profile. I assure you, any profile that contains such depth is FULL, not flat.

That wraps up today's email. I genuinely hope the content helps you unsuck your social profiles. As you learned, it's important. If you have additional tips, feel free to [share them by sending an email](#) [link to support@choicepointmovement.com] or within the community.

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[FNAME], are you ready to create your awesome personalized profile at Choice Point?

1. **If you have an account, log in** [link to login/register page].
If you don't have an account, register [link to login/register page].
2. Along the left side, you'll see a list. Click on the option 'Profile Settings.'
3. Complete all the fields, taking extra time to complete the 'About Me' and 'My Purpose' sections using the tips provided today. (You may want to draft these separately in another document and copy/paste them in the appropriate fields when you're finished.)
4. When you've completed all fields, hit the purple 'Save Profile Settings' button at the bottom, right.
5. That's it! Congratulations... you just created a vibrant profile that authentically represents you and resonates with everyone who reads it.

In a few days you'll hear from me again. I'll be sharing more about the Fundamentals Kit and the actions you can take right now to get the most from this material.

Best wishes,
Claire
Member Relations Facilitator
Choice Point Movement