



Life Mapping For Message Clarity

You have a message to share and that message is your testimony.

And if you have a desire to make a great living helping people then it's time to uncover the message God has put there and teach, coach, write or speak it!

Because...these desires are **NOT** there by accident.

God put them there! We have purpose in Him. One of our purposes is to proclaim (to publish and celebrate) His excellencies (i.e. show others the goodness of God) and we can do that through our testimonies!

When it comes to God and business, we can use our message to create both income and impact. *There is nothing more fulfilling than making a living helping people from a place of purpose in God.*

Your message holds the power to inspire, encourage, and transform the lives of others who are going through what God brought you through!



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Life Mapping Exercise

Life mapping is a valuable tool for uncovering your message and gaining a deeper understanding of your life's journey and God's plan for your life. We don't want to life map just to life map, but rather life map as relates to your message and purpose in God. *For example, there have been two BIG consistent overlapping themes in my life: entrepreneurship and loving God and how that fits in with my purpose in God.*

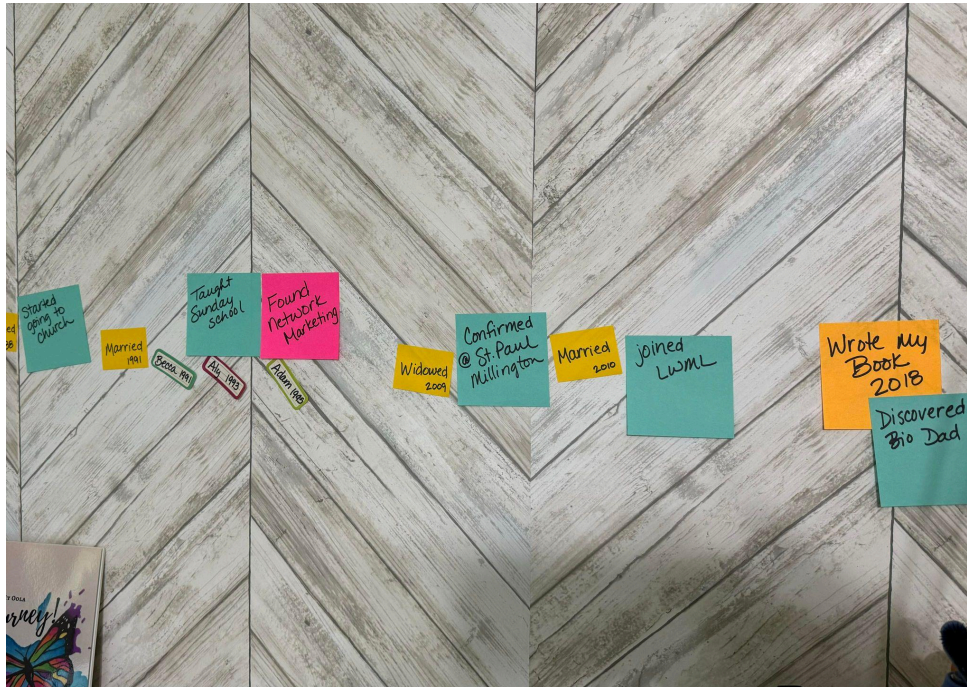
As you do this exercise, invite God into it with you and start by asking Him to help you remember what you need to remember. Think about the consistent themes in your life and how they relate to the struggles you've had to overcome. *Remember: somebody is going through what God brought you through.*

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Here's a step-by-step guide on how to do life mapping:

Gather materials: You can use sticky notes and any flat surface. I love to use my wall in my office.



Set the stage: Find a quiet and comfortable space where you can focus without distractions. Put on some praise and worship music and invite God in to help you remember the things you need to remember (again obviously allowing Him to play a big part in this exercise).

Reflect on your life: Begin by reflecting on your past and present experiences. Think about significant events, milestones, achievements, challenges, and moments of growth.

Create a timeline: Draw a horizontal line across your paper to represent a timeline, or in my case, I had an imaginary line. Start with your birth year on the left and extend it to the present day on the right.



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Identify key life phases: Divide the timeline into distinct sections representing different phases or chapters of your life. You can use specific time periods (e.g., childhood, teenage years, adulthood) or events (e.g., educational milestones, career changes, personal relationships) as markers.

Mark significant events: Write down significant events or experiences that have shaped you as a person. Examples could include graduations, major life decisions, personal triumphs, divine connections, challenges, God encounters, or moments of clarity.

Arrange the events: Place the sticky notes or index cards along the timeline, positioning them chronologically within the corresponding life phases. Feel free to add more details or descriptions if desired.

Reflect and connect: Take a step back and observe your life map. Look for patterns, connections, and themes that emerge from the events and experiences you've marked. Reflect on how these moments have influenced your journey and contributed to your personal growth.

Extract lessons and messages: Examine each significant event and consider what lessons or messages you have learned from them. Think about the impact these experiences have had on your character, beliefs, values, and faith. Identify recurring themes or values that resonate throughout your life map.

You probably have many messages/testimonies and are wondering right now how you can pick just one! Ask God! Ask Him what He wants you to teach/coach/write/speak about right now in *this season*.



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As you reflect on your life map, answer these questions: What challenges have I faced in my life that God brought me through? Where did God show up when I felt so lost? What has He delivered me from?

How did God bring you through this problem? What steps did you take? Be specific. Can you identify a step-by-step solution that you can take your ideal person through to help them get from problem to solution.

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Identify your message: Based on the patterns and themes you've discovered, distill the essence of your experiences **into a core belief**. Then this core belief can be cultivated into a clear message. This message should reflect the wisdom, insights, and inspiration you wish to share with others. *Core belief example: I believe that faith in God is not separate from the entrepreneurial journey but an integral part of it (something I didn't embrace in the past). I believe that God has placed purpose and message within each individual and that entrepreneurship is a means to fulfill that purpose and share that message with the world. I view entrepreneurship as an avenue to exercise faith, truth, and reliance on God's guidance and provision. I believe that aligning your business with God's purpose for your life allows for greater impact from inception of ideas to the financial success that follows. Ultimately, I believe that God put the desire of entrepreneurship within some people and He desires to use entrepreneurship as a platform to bless others, bring about transformation, and showcase His love, power and provision.*

Write down a core belief you've uncovered through your Life Map.



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Identify who your message is for: This is a very important step because this will shape how to effectively communicate your message.

Usually, the person we want to help is someone similar to ourselves and who we used to be. Because we can relate so strongly to that person, it makes what we share that much more impactful. Think about who this person is and write down details about them such as their age, gender, personality, struggles, etc.

This is your client avatar. Give this person a name and always think about her/him as you develop your message. *For example, my ideal person is a woman named Sarah who is 53 years old, married, an empty nester, loves Jesus, and is all in to fulfill her purpose in God as an entrepreneur. She wants to make a great living helping people with the message and mission that God placed in her heart. She struggles with the online business side of things and actually making the money she knows she can make with the message she has to share.*

Describe your ideal person in detail:



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Refine and integrate: Once you have identified your message, refine it further by considering how it aligns with your purpose in God and the needs of the ideal client you aim to serve.

You know what problems you've solved with God, your core beliefs, and the person you want to help. Write down how you can help them...this is your simplified message. The sentence should include who, what problem, and why (so that). *Example: I help women of faith uncover their unique message and transform it into a profitable and impactful online business that aligns with the purpose God has for their life so they can make a great living helping others.*

Proclaim it: You can have multiple streams of income with one message. You can publish a book, create an online course, create a private or group coaching program, create a membership, or speak on stages. It's all up to you! But you have to do one thing at a time. Which one of these things gets you the most excited? This is the path to take first.

What can you create right now that will help you get your message out?