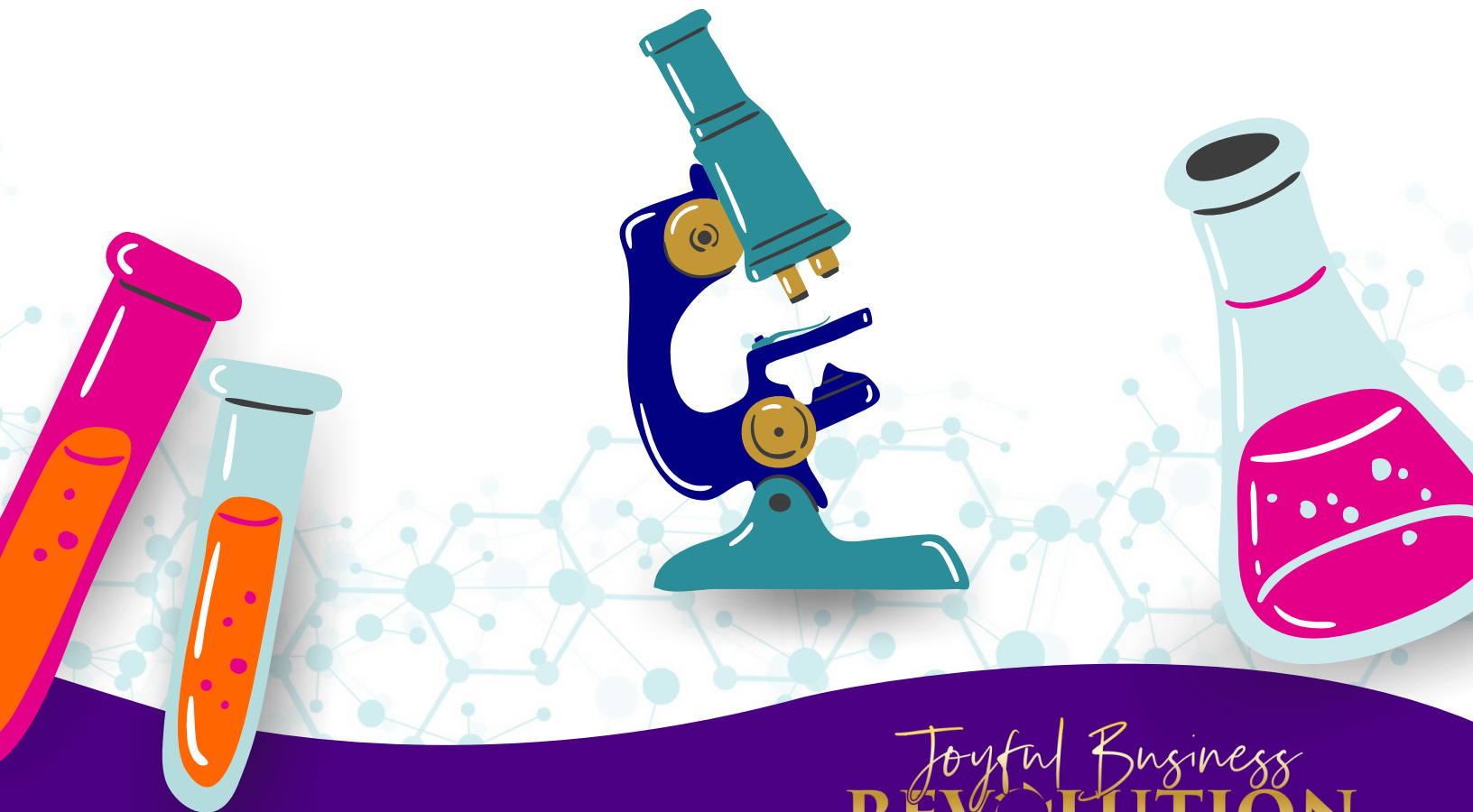


# Content Personality<sup>®</sup> Labs

It's Time to Experiment With Your Messaging

## Let's Blow Some Sh\*t Up!!



Joyful Business  
REVOLUTION



# Welcome to the Content Personality<sup>®</sup> Lab!

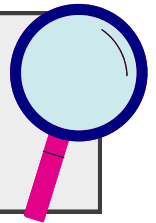
Our focus for this Content Personality<sup>®</sup> Lab is:

[Empty box for focus text]

Just like in a real science lab, we will follow 4 experimentation steps:

## STEP 1:

Ask a question.



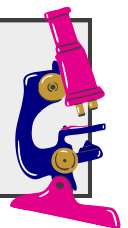
## STEP 2:

Design the messaging.



## STEP 3:

Run the experiment using your Content Personality<sup>®</sup>.



## STEP 4:

Discuss the results.





# Content Personality Labs<sup>®</sup>

*It's Time to Experiment With Your Messaging*

## Your Mission & Vision

Getting Clear on YOUR Why is Key

### MISSION

What is your BIG WHY for your business right now?

### VISION

What is your BIG WHY for making email a high revenue and profit generating activity for your business?

## Mindset Matters (A LOT)

Today is \_\_\_\_\_ and I am grateful for my  
100 new aligned leads.

What did I do differently to make this happen?

What did I need to let go of to make this happen?



# Content Personality Labs<sup>®</sup>

It's Time to Experiment With Your Messaging

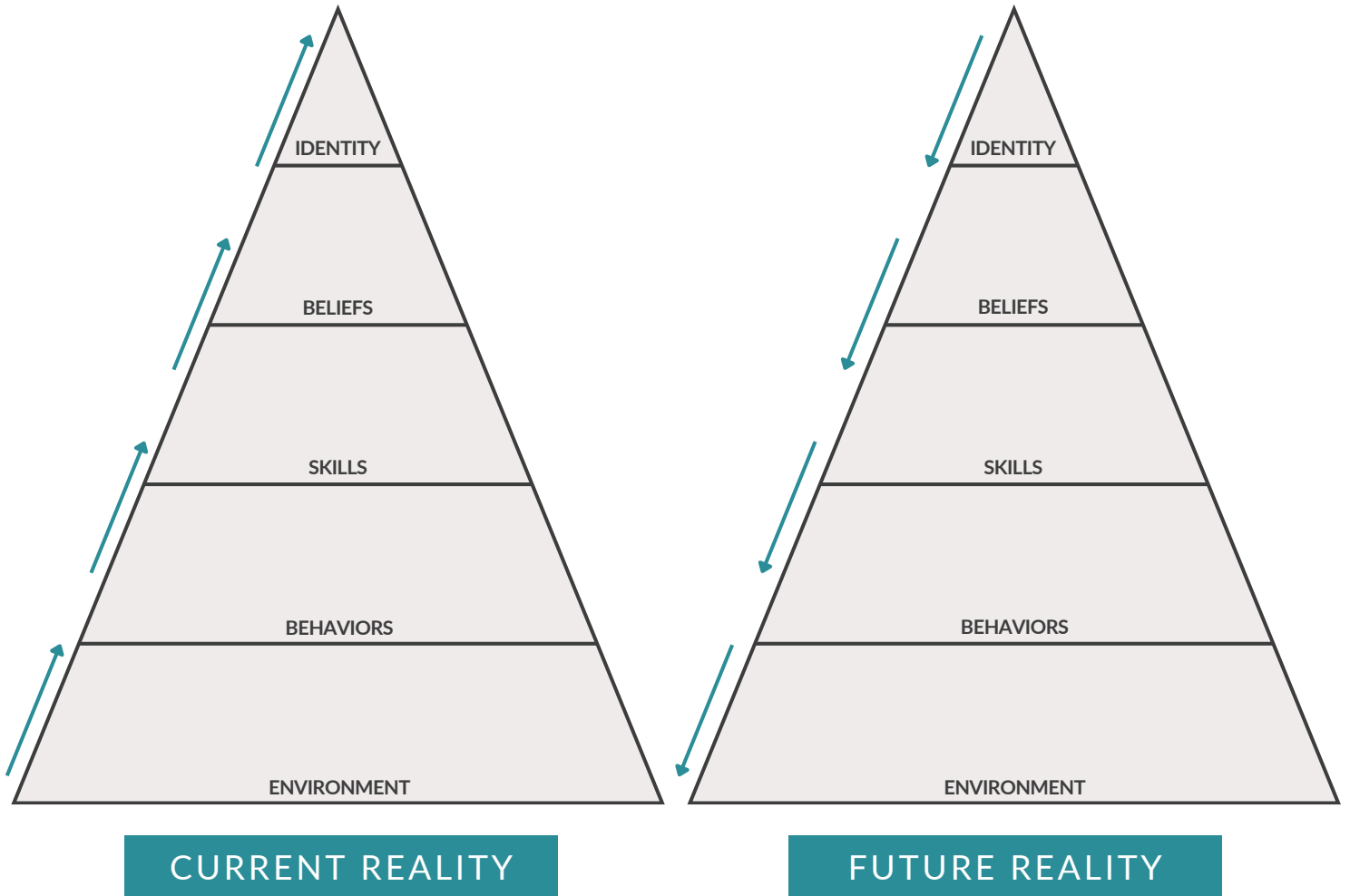
## Lab Notes & Observations

### SESSION 1

*Turn your social media followers into JOYFUL email subscribers.*

A large, empty rectangular box with a thin black border, intended for taking lab notes and observations.

## Your New Business Breakthrough





# Content Personality Labs

It's Time to Experiment With Your Messaging

## Lab Notes & Observations

### SESSION 2

*Framework #1: Take your email subscriber count  
AND your profits to new heights.*



# Content Personality Labs

It's Time to Experiment With Your Messaging

## Lab Notes & Observations

### SESSION 2

*Framework #2: Take your email subscriber count  
AND your profits to new heights.*

A large, empty rectangular box with a thin black border, intended for taking lab notes and observations.







# Content Personality Labs<sup>®</sup>

It's Time to Experiment With Your Messaging

## Lab Notes & Observations

### SESSION 3

*Design a simple and effective list-building game plan.*

MONTH: _____ THEME: _____ YEAR: _____	SPECIFIC, MEASURABLE GOAL (WHAT?)	MESSAGING NEEDED TO ACCOMPLISH GOAL (WHY?)	TACTICS (HOW?/WHEN?) <i>CP Alignment</i>

### NOTES:

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

# The Content Personality® Club

**We are committed to helping you deepen relationships and double your revenue through the power of email marketing.** Join us in **The Club** to create email marketing content that connects you with more ideal clients, grows your community—AND converts those on your email list to paying clients. A healthy and growing email community directly correlates to a healthy and growing business—and we can't wait to be your messaging mentors and guides!



The Content Personality® Club is going to show you how to leverage your Content Personality® – so that you create unforgettable content that lands you clients!

**LEARN MORE**



FOR A LIMITED TIME, USE CODE **JOY500** FOR \$500 OFF!!  
(when paid in full)

# Meet Your *Mentors*

## SHANNON & AMY



M. Shannon Hernandez and Amy Hager are ALL ABOUT THAT JOY in life and biz—and this duo is specifically known around the globe for their JoyFueled marketing strategies, including the Content Personality® Wheel. They specialize in organic mission-driven marketing and creative email marketing campaigns that help their clients grow aligned audiences, deepen community relationships, and double revenue.

Shannon is the founder of Joyful Business Revolution™, the Co-Founder

Founder the Content Personality® Club, and a sought after expert in the world of marketing and business strategy. She has been called “The Queen of Organic Marketing”, growing nearly a \$1 million dollar/year brand with zero ad spend and high profitability. Her expertise has been featured on CBS, ABC, FOX, and NBC. She has over 25 years in award-winning curriculum design, working with both the NFL & U.S. Military, and she is a master trainer and teacher.

Amy, a true marketer and community builder at heart, and Co-Founder of The Content Personality® Club, helps clients apply simple strategies for increased revenue and productivity. When this dynamic duo is not working with their clients, you will find them funding projects that impact the world and its people, visiting wineries, and traveling the world.

*Join today...*

What are you waiting for?

**SAVE \$500**

USING CODE JOY500  
*(when paid in full)*





# Content Personality® Labs

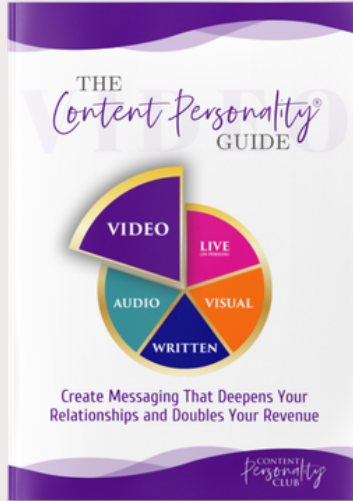
It's Time to Experiment With Your Messaging

## Lab Resources

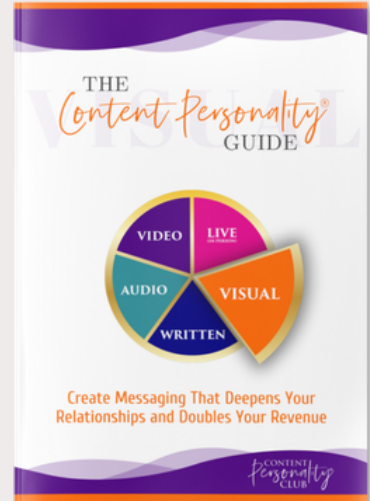
Be sure to download your Content Personality® Guidebook!



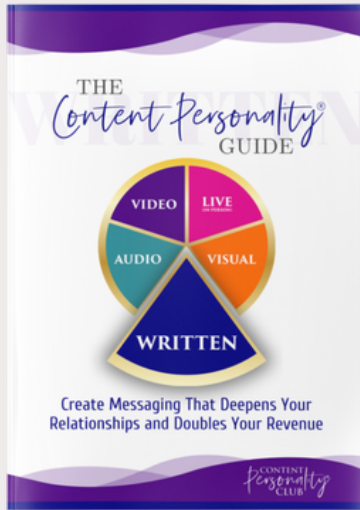
**Audio** Guidebook



**Video** Guidebook



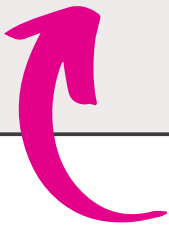
**Visual** Guidebook



**Written** Guidebook



**Live/In-Person** Guidebook



Click the book to download!