# THE CONVICTION CODES™

#### MASTER THE 3-STEP MESSAGING APPROACH THAT TURNS YOUR PASSION INTO PROFIT

#### MUTATING WORDS INTO MONEY

The night before we first held TRANSMISSION live, I had a dream: I am out on the land in Sedona. Someone I can not see hands me a large snake skin. I'm delighted, but then I see the snake is lying on the ground, dead, cut open. I feel shock.

Dreams are the most powerful tool in creation, business or otherwise. You must know their language to use them well. In this dream I'm gifted a symbol of transformation not from the known, but from the Unknown. I'm shocked to then realize that the very form that I understand to hold the energy of transformation (the snake) is actually gone. Transformation will now happen in some new way that I'm not yet shown.

As we create massive revenue, effectiveness and impact in this course together, prepare for your transformation to unfold in a way that is completely unexpected. Prepare for delight + shock. Prepare to receive gifts from the Unknown. Prepare to be more in the driver's seat of your business than you have ever been before.

## YOUR INTENTION

#### WE ARE THE SONG OF THE WORLD

In this session we'll answer the question: Why are you the ONLY option for your ideal client? + learn how to communicate it with the CONVICTION CODES

What are you COMMITTED to creating together in this session? What is the tangible outcome that would make this the best time you've ever invested in your business?

Share your commitments here..

# ENERGETIC EXPANSION

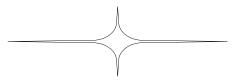
A simple and profound practice to attune your field to greater and greater expansion is a simple exercise:

Imagine the money you'd love to create in the next 12 months. Go there in your imagination as if it is done. Feel all there is to feel. Do the things you'll do when that is so.

Then imagine making that amount of money in one month - and every month! Notice how you feel and what changes.

Then notice making that amount of money in one day - AND EVERY SINGLE DAY.

Notice if you start to contract, or feel afraid, or dissociate ot feel even more amazing than you thought possible!



# STANDING AT THE EDGE OF THE CLIFF EXERICSE

Another simple yet potent exercise.

Imagine you are standing at the edge of a very tall cliff and everyone on the world is standing below.

You get to say ONE THING. They will all here you. They will understand. They will take action on what they hear.

WHAT'S THE ONE THING YOU CHOOSE TO SAY?

Take some time to let your imagination pour forth ideas. This isn't about 'honing in' - it's about opening up!



#### ENERGETIC EXPANSION+ CLIFF EXERCISE REFLECTIONS

Share your reflections on the insights + questions that arose during that exercise

Share here..



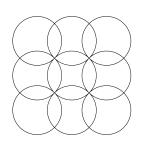
# STEP ONE: CONVICTION

As a life-long entrepreneur who grew two businesses to multiple 6 then 7 figures, with no formal marketing training at all, I can confidently advise that CONVICTION is the most powerful conversion tool available.

While many coaches and marketers try to convince you that specific phrasings, instagram story templates or email sequences are the way to more sales, they pale in comparison to the power of what you truly believe in, and you willingness to share it unapologetically and make your conviction the portal of your invitation.

Isn't that amazing to know?!

Yet SO FEW entrepreneurs are willing to be a stand for anything. They focus instead on things that affirm their 'good girl' - they trust an outside authority and try to do the 'right' thing so they get the cookie.



LET ME BE CLEAR - learning greater skills in effective communication and sales is fantastic - we'll do that together here.

BUT...

..the problem with most approaches to growth is they shut down or ignore YOUR CHANEL - the deepest inner signal that is directing you in what needs to be said now.

My approach has ALWAYS been to provide kick-ass tools that are in SERVICE to your voice, your channel, your knowing.

Because spreading your core conviction is a completely different frequency that trying tom implement a formula or a framework from your head - and your client can feel it.

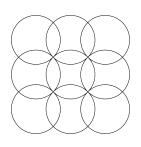
When you are willing to be bold, audacious and unencumbered, you will have all the sales you could desire!

# CONVICTION CASE STUDY

For about a year, I knew I wanted a bespoke app for Direct Knowing. (CONVICTION #1: I didn't listen to others who said I didn't need an app and could just use a sub-app that wouldn't be mine.) There came a moment when I found our current online course delivery platform lacking and it became the perfect opportunity to look for a bespoke app.

I easily found one! It was a perfect solution for us!

As a result of not keeping my millionaire creation a secret, the owner of the app platform invited me to be a guest on his podcast, where he only interviews 7-figure earners. I got on the podcast and was completely honest with him - my success comes from honoring my inner signal and God above all else. That is my #1 and everlasting strategy. (CONVICTION #2: I was MYSELF on the podcast. I didn't make something up to try and sound 'more professional' or 'more relatable'.)



I promptly forgot about it but was delighted when, 6 months later, they let me know it would be airing shortly. (It is currently one of their top episodes!) As a result of this podcast, a new client came to me already knowing she was going to work with me at a high level and she would pay in full, not matter what the investment.

We had an amazing exchange over messenger and she became a new client, investing multiple 5 figures with me. (CONVICTION #3: I don't do sales calls anymore, but I love having open and meaningful dialogue about work together with serious potential ideal clients. For one second I thought I 'should' get on a call with this woman, but I had to ask myself - what do I really believe? Do I believe women have to change their business model just to accommodate a sense of the unknown? Huge NO! My exchange on messenger with this woman was beautiful and happened in total flow.

Committing to living your conviction WORKS. It brings millions of dollars and dream clients to you! Even if you're a 'bad writer' or awkward on camera, conviction trumps all!

## YOUR CONVICTION

In the space below, muse on the following questions, then hone in on the CORE conviction of your message.

- What are you a stand for?
- What is worth being humiliated for? Being wrong for? Failing for?
- What is worth being in conflict with another?
- What would you be proud to be KNOWN for, even if it felt vulnerable at times?
- What is the question you've been asking your whole life?
- What's the truth you've been embodying your whole life?

Share your conviction here..

## CONVICTION TOOLS + FRAMEWORKS

#### VALUE MULTIPLIER FRAMEWORK

This is such a potent framework! You've likely experienced it many times, without realizing it.

Essentially, this is a messaging framework that does NOT focus on what the reader/listener wants, but rather focuses on the desires of the person the reader/listener seeks to serve or influence.

Imagine you are a relationship coach who serves women that want more sex and intimacy in their marriages. In that context, the VMF sounds like this:

"What husbands really want is a woman who knows how to turn him on with just a look, making him forget about everything else except getting intimate with you."

In this framework, the relationship coach would be selling a 'turn him on with just one look' process.

Essentially, you are framing your offer not just in terms of what your ideal potential client wants, but what the other people in your PIC's (Potential Ideal Client) life or business want.

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While some of my clients balk at this and worry it's manipulative, it's actually an amazing technique to discover your level of conviction and intimacy with your offers. IT'S A POWERFUL WAY TO EMBODY WHY YOU ARE THE ONLY OPTION FOR YOUR IDEAL CLIENT!

Sharing a tool with your client that can help them create the life of their dreams is not manipulation, it's the deepest love.

## YOUR VALUE MULTIPLIER

In the space below, go through the following questions sequentially:

- Who is your potential ideal client?
- Who are the people on the other side of the equation for your ideal client? (Ex if you are a parenting coach, those people might be your PIC's children. If you are a coach for CEO's it would be their team or perhaps their employees)
- Based on your expertise, what are the things that those people want, that also helps your PIC create their goals?
- How is your offer the solution to this?
- Create your Value Multiplier Statement (VMS) in the following way: "(important people in your potential client's life) want (X)."
  - Now create a few more sentences detailing WHY your offer is the solution!

Share your musings here..

## CONVICTION TOOLS + FRAMEWORKS

#### GROWTH CONTENT + CONVERSION CONTENT

If you go deep with messaging, you'll see instruction on all sorts of things like 'content pillars' and 'authority content' and 'embodiment content'.

Learning about all these different flavors of content can be exciting - and for some, a bit overwhelming.

One KEY thing to know is that all types of content fall into two main categories: Growth Content + Conversion Content.

Growth content is what it sounds like - it's meant to foster growth and sales in your business. Growth content is always focused on HOW.

'Here's how my methods work' 'Here's how you go from zero to 1 million' 'Here's how you sign up'

The second type of content is actually MORE important - it's like the ninja moves in your message. It revolves around WHAT and WHY.

Conversion content is what it sounds like - it gives your PIC what she needs in order to KNOW that you are for her.



Conversion content is where you demonstrate your WHY, your values, your vision.

It's where you get to create magnetism by showing what you are REALLY doing. Example - it might look like I'm writing a book, but what I'm really doing is changing the way we all parent our kids - both by what I'm putting into the book and even how I'm going about writing the book itself!

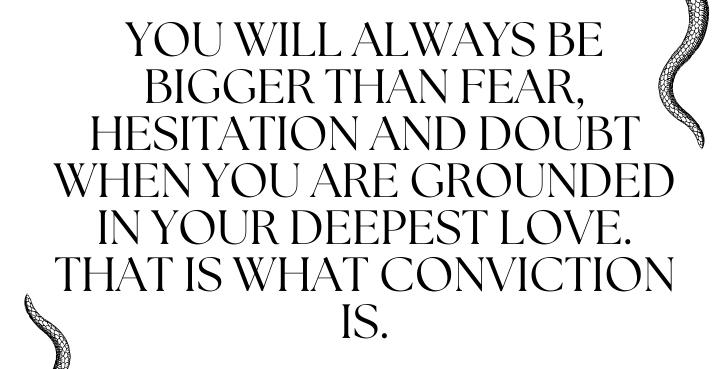
Growth content + conversion content definitely go together! You will have best results when both are present in your messaging.

## YOUR GROWTH + CONVERSION CONTENT

In the space below, ideastorm at least 5 answers for each:

- What are the core invitations you are making in your business? (This can become your growth content)
- WHY YOU? Why should your PIC choose you over someone else offering a similar service? (Be willing to get sooooooo braggy here!)
   --> This becomes the foundation of your conversion content

Share your ideas here..



**WILLIAM** 

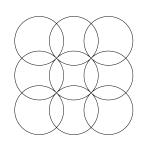
THE 2ND CODE: UNHDING

# STEP TWO: UNHIDING

Conviction is 1,000 times more powerful in connecting with and creating sales with your PIC when your conviction expresses that which has been oppressed, hidden and used as a tool of separation.

This is deep magic my friends. Your pain is not meant for you to go off and heal in some hidden place, where no one knows. Your pain is meant for you to create art with, to create freedom with, to create money with!

I am fond of saying, "All my heroes are outlaws." Because it's true! Marion Woodman was audacious, conforming to no rules when she presented, spoke or held space with others. Her body of work is a outstanding example of what's possible when women take what has been hidden away and make something outrageously beautiful with it. Alan Watts was as alcoholic, as was Chogyum Trungpa Rinpoche. He would literally teach with a tumbler of liquor in his hand!



Even Lenny Kravitz has produce shipped to him from his farm in Brazil no matter where he is in the world, that he may be nourished by the biodynamic foods that grow where he grows.

If you really want to have messaging that stands out, you have to be willing to be legendary. Not 'try' to be legendary. There's no need to try. When you live as who you ACTUALLY ARE, you reveal the legendary being within you that has been there all along.

Unhiding is the melty molten core of the living legends.

# UNHIDING CASE STUDY

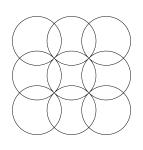
In 2023 I was in a deeply unsatisfying, high-level coaching container with a famous coach. I decided to leave. I had fully paid and 'quitting' was not something I ever did - I saw it as being uncoachable. Yet even after discussing this with the coach, she continued to approach it the same way she had - "what is the belief that is creating your experience?"

In fact, this is the only question she ever asked me. This relationship simply did not feel like a match for the investment I made. So, even though voices in my head danced around telling me I was doing something horrible, I exited the container.

This is the core message I am here to live: I know what's best for me.

And you know what's best for you.

All tools, work and shift can either be in service to this truth, or an adversary to it.



Immediately after making the decision, clouds parted. I became clear I didn't want to seek another long-term coaching experience for now; I wanted a highly-conscious in-person event.

A few minutes later, a former coach and dear friend of mine crossed my mind, though I hadn't thought of him for months. A few hours later he called me, out of the blue and invited me to his in-person event as a ceremonial facilitator and guest!

I said yes. I knew this would create sales in my business. NOT because I pitched anyone - I didn't. But because I showed up as my full, unapologetic, radical self. I wore sequins and red patent leather boots. I followed my own compass. I was powerful, because I am powerful. And over the course of the weekend, multiple women came to me and asked how we could work together. All because I pledged allegiance to not hiding ANYTHING.

That one event has led to multiple 6 figures of sales in my business. And it was FUN! JOYFUL!

## YOU, UNHIDEN

In the space below, muse on the following questions, then hone in on your opportunities to unhide.

- What are some things about you that you consider too boring for anyone to care?
- What do you feel shame around? Or not good enough to be 'worthy' to talk about it as a guide to others? What do you feel 'disqualifies' you?
- How are you the GOAT (greatest of all time)? What are the things that are so easy for you? What is the privelege that you've created for yourself? What is the awesomeness in you that you fear will 'make others feel bad' if you share it openly?

Unhide here..

## UNHIDING TOOLS + FRAMEWORKS

#### AUDACIOUS LEADERSHIP

One of my favorite frameworks evah! So simple. So liberating - both for

you and for your PIC!

The practice is simple: take the very thing you're walking through NOW, and share publicly about how you are choosing to walk yourself through it. Then tie it to why you are the only option for you PIC!

We'll go deep withy this in three ways - 1) making content from something that seems so mundane - like getting your car washed. Two, from something you'd prefer to hide, like having your worst revenue month ever or completely fucking up a launch. Third, from something so amazing you worry people would hate you for it, like being hired by a global company over 100 other applicants.

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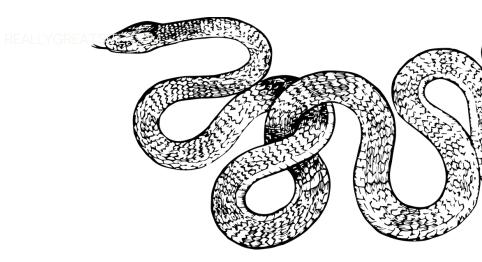
When your biz is a portal to express that which has bene repressed, you will ALWAYS be the #1 choice for your ideal client

## YOUR AUDACIOUS LEADERSHIP

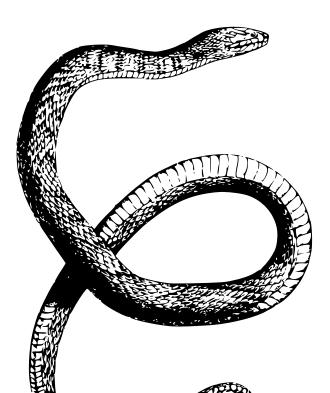
In the space below, create audacious leadership content - this could become emails, social posts, live talks, masterclasses, emails...the possibilities are endless!

- Choose something completely normal and boring about your day.
- How are you choosing to walk yourself through this moment in a way that demonstrates your values and/or the power of your work?
- Why is that the reason your PIC should choose you?
- How does this relate to the exact invitation you're making right now?
- Voila! High-quality conversion content that SLAYS
- Now, repeat the process two more times once with something that you have always hidden and even felt shame around and two, with something that is so awesome you worry people would think you're a snob or spoiled or entitled.

Share your leadership here..



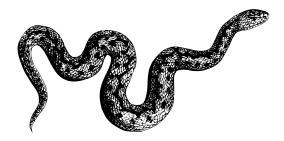
## WHEN YOUR BIZ IS A PORTAL TO EXPRESS THAT WHICH HAS BENE REPRESSED, YOU WILL ALWAYS BE THE #1 CHOICE FOR YOUR IDEAL CLIENT



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## STEP 3: THE GOLDEN THREAD

A powerful message isn't saying 100 different things. It's saying one thing 100 times. I would add, it's also saying one thing 100 DIFFERENT WAYS!



That last piece matters greatly to me in terms of messaging, because the last thing this coyote wants is for the wings of her voice to be clipped. I have always been a fierce critic of the notion that to be successful means 'niching' down and only speaking about a very narrow set of topics, or even just one topic!

I have good news for you! You do NOT have to restrict what you speak about. You don't have to stick to one 'tone' in your messaging. Hell, I've got a very rich and textured being. I bring many pieces of myself to my work. Trying to stay in 'one voice' just doesn't make any sense to me.

Here is one thing that gives you the space to speak on the myriad topics that matter to your work without it feeling diffuse or confusing to your PIC: The Golden Thread.

The Golden Thread is simply tying everything you're speaking about to the core values of your brand and your offers. It's just adding one powerful thread of intention that simultaneously honors your channel and what's real now, and allows it to be a conduit of more sales and service!

# GOLDEN THREAD CASE STUDY

Honestly, my entire business is a testament to the truth of this teaching. I am a multipassionate, evolutionary being. What is deeply important to express now in my business is different than it was a year ago and is different than what it will be a year from now.

I always talk about what is most alive for me - God, poetry, facebook ads, the Wheel, my kids, messaging, sales, food, travel. This is my ADVANTAGE because it gives my message TEXTURE, rather then being one-dimensional.

Many people are purposefully checking my feed because they know something amazing, creative and powerful is going to come through. I am becoming the Netflix of the conscious business industry. I am binge-worthy.

For a specific example, I'll mention someone who is not me! A woman named Tracy Anderson is a huge name in the fitness industry. Her messaging embodies so much of what we're teaching here. People love her and they hate her. She is often called 'cultish' - which means she has a lot of women who are happy to pay a premium and who deeply believe in her work.

If you look at Tracy Anderson's work over the decades,

you'll see a lot of change. She has pioneered different tools

and techniques and is some ways what she is doing now looks vastly different from

what she was doing ten years ago. Yet the core convictions are the same. No matter if she's talking about food or her personal life, you can feel the continuity. No matter if you think she's awful or a saint, her messaging clearly has the Golden Thread.

## YOUR GOLDEN THREAD

In the space below, consider the following:

Where are the places you want to make a change, but worry everyone will run - all your clients will leave, etc? Such as raising your rates? Or, where are you making a change but basically keeping it a secret? Where does it feel like you're wanting to do something opposite or disconnected from what you've done in the past?

Now, spiral way out. Take Eagle view. Can you see that there is actually a thread of your values, purpose or deep WHY that actually threads the two things that seem to not go together? Can you see the continuity? Ideastorm below on content you could create from the perspective of the Golden Thread:

Thread away..

## GOLDEN THREAD TOOLS + FRAMEWORKS

#### ESSENCE

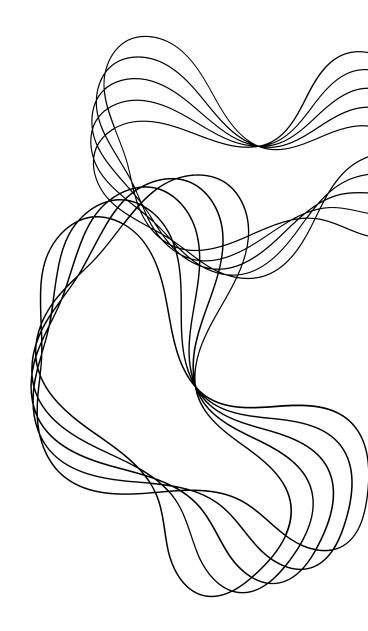
ESSENCE has a conscious and unconscious aspect. On one level, your essence is shining through everything you do, all the time. You can't help it!

Imagine standing in front of 3 people you don't know. You connect with each of them, simply sensing them one at a time. Easily, you will be able to pick up on the unique essence of each, even if you can't find words for it - though likely you can. (I'd suggest actually trying this as an experiment!)

THAT is the unconscious aspect of your essence.

The conscious essence is the amplifier. It comes from intentionally using words, colors, stories, textures, images, etc to express this essence.

THIS is where messaging truly becomes a work of art and becomes FUN!



#### WEAVING

This is the practice of using all that white matter in your brain to draw connections, tell stories, and relate what your doing, experiencing and creating back to your core essence.

Again, this gets to be FUN! Because often times the very core essence cannot be captured in one word, but it CAN be expressed in the total curation of all the ways you express and live.

## YOUR ESSENCE + WEAVING

#### PART 1

In the space below, ruminate on the following essence questions:

- Who are you when there is no one around to tell you who to be?
- Who are you when you travel alone to a new place?
- Who were you as a small child when you felt most yourself?
- When do you get so engrossed in something that time falls away?

Share the indicators of your essence here..

## YOUR ESSENCE + WEAVING

#### PART 2

In the space below, ruminate on the following essence questions:
<ul> <li>Given what you discovered above, what are the ways you see that you are already living your essence and expressing it? Through clothing, makeup, hair, rhythms? Through parenting, relationship structures? Pricing?</li> </ul>
Share the indicators of your essence here

## YOUR ESSENCE + WEAVING

#### PART

In the space below, create three pieces of writing (or ideas for audio or video), weaving your essence into your invitation

Share the indicators of your essence here..

#### SYMPTOMS OF DISCONNECT FROM THE GOLDEN THREAD

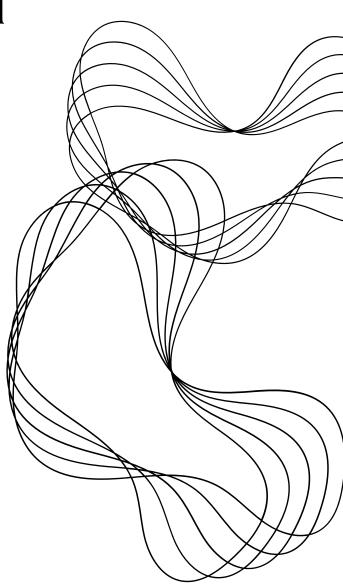
life is a game of being in the truth of oneness and connection, falling away from it, and coming back.

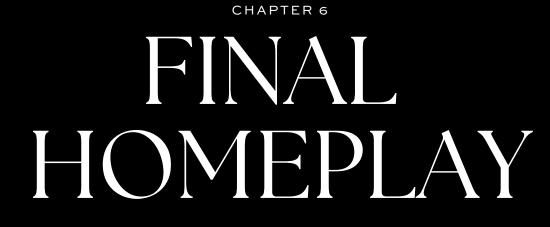
In your messaging, there are predictable symptoms:

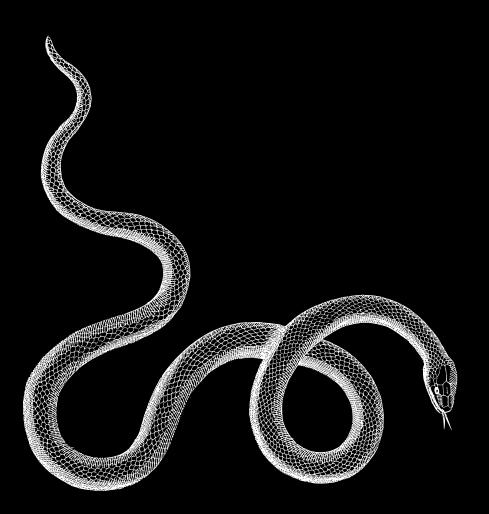
Explaining, defending, dissociating and convincing.

Each of these is a traumaresponse. But the AMAZING thing about the Conviction Codes is that because they are based on your truth, your strength and your love, the moment you turn your gaze back to those touchstones, you'll feel the recalibration and the reconnection.

Your messaging is not just for the world. It's not just for sales or even service. At its best, your messaging is for YOU. It reminds you of who you are. It builds your movement for you. It supports YOU.







# FINAL HOMEPLAY

Below are some additional exercises that will have you feeling not just 'clear' on what to say to create all the sales you could ever want, but ON FIRE to share your passion with the world and rally ideal clients to the cause.

- 1. Create 5 (no more) core essence statement/questions and WHY they matter most why should we be paying attention to these things?
- 2.Create a list of at least 5 things you're hiding that can become magnetic points in your messaging
- 3. Choose one thing that seems unimportant, or a thing you hide, and write about how it connects to your core brand essence - write about how it is THE why people should opt in to your offer
- 4. Research 5 different social accounts or websites do you feel to lean in, lean out, or nothing? Do you feel conviction? Are they revealing something hidden? Do you feel their golden thread? Make notes.

Now take these and create content that thrills YOU!

And, if you want to go deeper and you haven't opted into the FULL messaging course, go to www.juliettrnka.com/transmission to access the other frameworks for fulfilling, impactful million dollar messaging.

It has been my joy to create with you!

Juliet x