

# Elevate your business brand and visibility in 2020 through the power of your words

with Wendy Yorke, the Platform Pathfinder

Create standout content to inspire and motivate other people and use it across global platforms to make the greatest impact and contribution in the world.

Develop your creative content writing habit by accessing your inner voice; to have complete clarity about your What; Why; Who; and How. Write with confidence and be the best: blogger; international bestselling author; speaker; and brand of 2020!

Everyone's story matters and can inspire, motivate and help other people.

## STEP ONE: PASSION

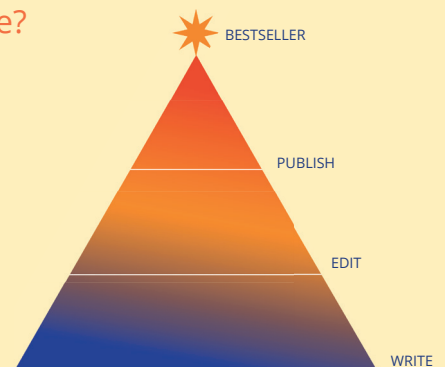
- ♦ What are you passionate about that you want to share with the world?
- ♦ What will be the spirit, the essence, and the key message of your content?
- ♦ What is the fire in your belly and how can it serve the world?

## STEP TWO: PURPOSE

- ♦ Why do you want to share this passion with other people?
- ♦ Why will other people benefit?
- ♦ Why will you benefit?

## STEP THREE: PRESENCE & PROFILE

- ♦ Who - exactly - are you writing for?
- ♦ Who do people see you as?
- ♦ Who do you want to be seen as?



With clarity about the What, Why and Who, you can move on - with confidence - to the How of your written content and make a greater impact in the world. Write from the heart and your readers will feel it and come back to you for more. Access your inner clarity to shine a new light on your business brand; elevate your visibility to radiate your light further in the world; be the brand you want to be through the power of your words.

**WENDY YORKE**

WRITE • EDIT • PUBLISH