

Core Message Coaching

with Erica Midkiff



Let's get all your thoughts and dreams out of your head and into the world.

I know how it feels to be a dreamer with lots of big ideas...

...and I also know how it feels to struggle to find connections among all those ideas.

I'm here to pull all those messy-feeling thoughts out of your head and form them into the cohesive, solid whole you've been craving.

How It Works

In Core Message Coaching, I listen to all the ideas swirling around in your head, and then pull them all together into a beautiful, solid foundation for the meaningful work you want to do.

We'll follow a three-step process I call Gather, Connect, Live:

01. GATHER

I'll send you some questions to consider before our first call. You can write your answers down and send them back, or simply wait until our call to answer them.

You'll send me any information you'd like me to have (notes, dreams, posts, drafts, and so on). I know you have ideas scribbled down in lots of places!

Then we'll get on a call and you'll tell me all the ideas swirling around in your brain. I'll take copious notes!

02. CONNECT

You'll sit back and feel the utter relief that comes from getting it all out of your head. (It's a truly beautiful feeling.)

I'll review the notes from our call and anything you sent my way. I'll pull together the foundational elements of what we talked about and send that to you for review. We'll have two more calls to make sure the foundation is strong, and then add in other details until it feels complete.

I'll send you a final version of this document, which I call your Core Message Clarity Map.

03. LIVE

As we discuss changes to the draft, we'll also talk about how to use your Core Message Clarity Map. This can include brainstorming ideas, deciding what to let go of, and more.

After we work together, you'll get a guide that will help you use your Core Message Clarity Map going forward, and help you revise it as your work continues to evolve and change.

And once I've sent the final version, you'll have 3 weeks to ask my questions by email as you implement this newfound clarity!

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I feel like Erica reached into my mind and pulled out the heart and soul of my brand and the work that I do with my clients.

I've been in business for several years now, and felt like I was really scattered and offering lots of different things. Working with Erica helped me see that I already had a cohesive brand and a strong message.

— Emile Maynor of emiliemaynor.com

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The connections are already there. You simply need a fresh perspective.

I know it feels like everything you're doing is scattered. And that feels overwhelming.

But the connections, patterns, and truths that I *know* are inherent in your ideas have been there all along.

You just need a fresh perspective to help get them out into the world. And that's where I come in.



What You Get

When you work with me, you'll get:

- A pre-call set of reflection questions
- Three 1:1 calls
- A Core Message Clarity Map
- A guide to help you use and revise your Core Message Clarity Map (it will grow and change as you do!)
- Three weeks of email support as you implement all that we pull together
- The confidence and clarity you've been craving!

Inside your Core Message Clarity Map, you'll find:

- **Your core message.** This is a simple statement that gets to the heart of all you do.
- **Your supporting messages.** These are truths that support your core message (separating these from your actual core message has been a big part of the confusion and overwhelm you've been feeling).
- **Other foundational pieces.** These are different for each person and business, but can include things like a manifesto, mission statement, set of core beliefs or principles, big goals, important definitions, ideal client information, and more!

What's included truly depends on our conversation.

Your Core Message Clarity Map will be tailored to what you need most, and is formed out of the ideas already inside of you!

You already know what you need and what you want to say, deep down inside. You just need help uncovering it.

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Erica was able to take all my different ideas and energy and pull them into a really beautiful map that has helped me streamline the way that I talk about what I do on my website, on social media, and with my clients.

Now, when I'm ready to create new products or content, I go back to this map to make sure what I have in mind is consistent with my brand and what I want to offer—really, to make sure it's consistent with my heart and soul.

— Emile Maynor of emiliemaynor.com

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Ready to feel *better*
in your business?

The next step is to book a Discovery Call. On this 30-minute, no-pressure call, we'll talk about whether we're a fit and I'll answer any questions you have.

You can learn more about Core Message Coaching and book your Discovery Call here:

ericamidkiff.com/coremessage

I look forward to talking with you!

About Erica

Hey there! I'm Erica Midkiff.

I started out as a copy editor (yes, I do love commas, thanks for asking!). But I found that I kept wanting to be involved earlier and earlier in the writing process—I knew that if I could work with writers to get clear on their mission and message before they put pen to paper (or, you know, fingers to keyboard), they could create a more meaningful piece of writing from the very beginning.

When I combined that desire with my love of personal growth work, I really started to find the place where I knew I could make the biggest difference.

Today, I help conscious creatives make space for the important but often overlooked work that can make all the difference in their life and work.

