



### DAY THREE: CARING

As with most elements of our work as speakers and thought leaders, there are three parts to thinking about caring:

1. Caring about your message
2. Caring about those you serve
3. Caring about making the difference you are meant to make

When all three of these are aligned and strong, the Caring pillar is powerful toward our expressed conviction and our commitment.

Let's do a check in. On a scale of 1 - 10, 1 not at all, 10 off the charts YES, how would you rate each of these? Make a few notes to expand upon your number.

That message you want to shout from the rooftops, how deeply do you care about sharing this message far and wide?

The people on the streets that you were shouting to, are they the right people for you? Are these the people your heart feels called to serve with this message?

The calling you feel in your heart and soul to serve in this way, how strong is it right now?

Wherever you are on these questions is completely perfect. It doesn't necessarily mean you are off track if your number is low on any of them. It might just mean you didn't realize you had ventured away from your connection to this aspect of your message and impact.

And if you were at or near 10 on all of these, then awesome! You are in great shape on the Caring pillar!



If you weren't near a 10, what would you like to do about it? How can you reconnect with the part that isn't feeling connected? Or, is there a shift you need to make - in message, audience or the way you express your calling that will put you back in alignment? Make some notes here.

**Caring is at the heart of so much of what we do as thought leaders. It is essential that we keep that heart-connection strong.**

**\*\* VISIBILITY PRACTICE\*\*** Using our **#YTStoryChallenge #Caring**, share your a meme, song, quote or other inspiration for your ideal audience member on facebook (your page and my page - link in the lesson) and instagram, too, if you'd like. Share it with love and reverence to their struggle and what you know is possible for them. You might even start with, "This ones for all my clients who are courageously moving through growth and transformation right now... "