

The Heart Talk Guide

Uncover the words you really want to share

Lynn Hord COPY QUEEN

Welcome to your Heart Talk Guide.

I created this resource for soul-led coaches, creatives and leaders who are feeling the call to show up with more authenticity and share more truth in their content and copy.

What I've seen is that despite that desire, you can feel held back by invisible constraints that stop you fully expressing yourself in the moment, whether that's with clients or in your marketing.

So you don't say what's really on your heart, but instead share a watered down version that feels more acceptable or palatable.

You are far from alone in this - it's one of THE biggest hurdles soul-led women face in their journey to being fully expressed and aligned in their business and messaging.

And after 11 years in business myself and supporting scores of women to speak their heart-felt message, I'm deeply acquainted with the fears, blocks and inner restrictions that stop women using their full voice.

I know what it feels like to hold back for fear of offending, to speak for approval and validation rather than true impact, and to want to speak my truth yet fear the repercussions of doing so.

But things don't have to stay this way, and if you're reading this, I know you're ready to find a way through.

To be bold, go first, and lead through your revolutionary and evolutionary wisdom, knowledge and expertise.

To use your voice to inspire change, create positive movements, and move or transform people through the power of your words.

If that's you, then you'll keep reading for inspiration to unlock your boldest voice.

© Copyright Lynn Hord 2024 | All Rights Reserved | www.lynnhord.com



The Heart Talk Guide

Uncover the words you really want to share

Lynn Hord COPY QUEEN

Here's what we'll do in this guide:

To show up and fully express ourselves in business requires 4 things:



Clarity: around what your heart and soul wants to say

Courage: to stand up and share the truth of your wisdom, knowledge and expertise

Curiosity: to uncover what key fears and judgements constrict your voice

Commitment: to keep transmuting those bonds so your voice, power and expression are unhindered and you show up as the Divine Messenger you came here to be

In this resource we're going to start with that very first step, *uncovering what you really want to say*.

Next up, I'm going to share a series of prompts to help you to access the juicy nuggets of language and truth you are here to share right now.

Think about it like having a heart-to-heart with yourself, because the next step to telling others your truth, is admitting it to yourself first.

© Copyright Lynn Hord 2024 | All Rights Reserved | www.lynnhord.com



Your Heart Speak Prompts

This is a process of sinking into your body so you can listen to your heart. It's not something to rush but rather to savour.

I recommend you set aside some time, grab a cup of tea, light a candle, and give yourself the space to connect to your deepest whispers.

When you're ready, use these prompts to access your truth and use the boxes below or your journal to jot down what comes.

—----------

The topics I love to talk about in my business are... Eg some of mine are aligned messaging, inspired content creation, creativity, the inner game of business, heart-led copywriting, soul expression

The topics or aspects of my work I'd love to talk more about but currently don't are... Eg for me, it has been talking about alignment, writing from the heart, and bringing the soul aspect of my work forward. Think about themes, topics or deeper truths.

Lynn Hord COPY QUEEN
© Copyright Lynn Hord 2024 | All Rights Reserved | www.lynnhord.com



The Heart Talk Guide

Uncover the words you really want to share

Lynn Hord COPY QUEEN

The reasons I really want to talk more about those are... (Why does it matter? Or why is it meaningful to you?)

If I had a group of ideal clients before me and only 10mins to impart my wisdom and expertise, the 10 things I would say to them are... (what do you deeply wish they knew or understood?)

If I was going to share those things in an even more direct and unfiltered way, I would say...

© Copyright Lynn Hord 2024 | All Rights Reserved | www.lynnhord.com

Lynn Hord COPY QUEEN



The Heart Talk Guide

Uncover the words you really want to share

Lynn Hord COPY QUEEN

At this point you're hopefully feeling some heart connection and some flow and fire within you. Use that energy, and keep going with these prompts if it serves you...

I just want to shake people when I hear them say... (and then share why)

I wish my people would stop thinking...

Why the hell are we not talking about...

© Copyright Lynn Hord 2024 | All Rights Reserved | www.lynnhord.com

Lynn Hord COPY QUEEN



It makes me so mad when I see...

It makes me so sad when I see...

What to do next

Everything you wrote in the last few pages is prime inspiration for content that is closer to the truth of what you really want to say.

And now that you have that clarity, the next step is to courageously write and share content from that soul-fired place.

When you do, start to get curious and pay close attention to what happens inside you. What are the fears or needs that stop you sharing at all or watering down your message?

To give you a window into what your blocks might be, here are some of the most common needs, fears and feelings I see when working with women...

© Copyright Lynn Hord 2024 | All Rights Reserved | www.lynnhord.com



Inner Needs (I want...)	Outer Fears (I don't want to be...)	Core Feelings (I don't want to feel...)
Approval	Judged	Shame
Validation	Criticised	Embarrassment
Safety	Cause Hurt / Upset	Humiliation
Acceptance	Disliked	Vulnerable

Which of these stands out most for you?

Your Journey Is More Normal Than You Realise.

Hello! I'm Lynn Hord, Copy Queen and Intuitive Business Mentor and I've been a copywriter, teacher and coach for 11 years now.

Overcoming visibility fears to speak what's in your heart is something I have become well acquainted with over my business journey.

But it wasn't until I survived breast cancer in 2019 that I really understood the depths we go to internally to protect ourselves and avoid being really seen.

Over my 12 months of treatment, the layers of identity, fear, and false belief that formed a barrier between me and the world were systematically revealed and released, until I became someone new.

Just like a baby fawn has to find its feet, it took me a while to figure out how to be this new person in the world, and even longer still to integrate it fully into my business.

© Copyright Lynn Hord 2024 | All Rights Reserved | www.lynnhord.com

But mid 2023, I could feel my soul pushing me to take the leap and claim the truth of who I had become - a spiritual entrepreneur, tapped into my divine connection, and here to support others to grow in their soul connection, expression and work.

Here's what happened next:

- In Dec '23, I publicly claimed my space as a spirit-led entrepreneur here to serve soul-led people.
- In Jan '24, I owned the fact I channelled content for myself and clients (and had been doing it behind the scenes for years).
- In Feb '24, I launched a programme, Be The Channel, to teach others how to channel their content.
- In April '24, I busted through big visibility blocks and for the first time shared my own cancer stories and the wisdom it gave me about alignment, business and life. (And overcame significant fears of vulnerability in the process!)

Once we give ourselves permission to bring all that we are to the table, and dissolve the barriers to sharing our deepest wisdom, it's a game changer for our business.

For me, it has boosted connection and engagement with my audience. Increased the impact of my words and the power I have to touch people's hearts. And it's amplified the love, inspiration and joy I receive from sharing and doing my soul's work.

And that is my wish for you too - to expand into more ease, joy and delight as you sink deeper into your truest expression and see the impact of that on your audience and your business.

© Copyright Lynn Hord 2024 | All Rights Reserved



The Heart Talk Guide

Uncover the words you really want to share

Lynn Hord COPY QUEEN

If you'd like support to awaken & amplify your soul message in business, here are 4 ways I can help:

Raise Your Voice

A 4-week group transformation for soul-led business women to turn up the volume on their voice, be bolder with their message, and reach a new level of authentic visibility.

Read more or join the waitlist if it speaks to you.

The Elevate Mastermind

A 6-month programme that supports you to build your soul-purpose business, write heart-led content & copy, create or hone your aligned offers, and share the real value of your transformational work so your soul clients really 'get' it!

Read all about Elevate here.

Be The Channel

Over 6 weeks, learn a step-by-step process to tap or amplify your divine connection so you can create high-vibe, magnetic content with way more ease, speed and fun.

Read more or join the waitlist here.

Private Coaching

If you're ready to become a divine messenger for your soul work, and step into your greatest leadership, most brilliant presence, and most powerful voice yet, then read what we can create together and book a call to discuss working together.

Lynn Hord COPY QUEEN

© Copyright Lynn Hord 2024 | All Rights Reserved | www.lynnhord.com



Want to learn more about my work and heart-led approach to messaging?

Of course! If you'd like to experience my woo-practical wisdom ('cause I'm a grounded Virgo with a spiritual bent ;)), then you can read my blogs or join my newsletter here.

Or for juicy social tidbits on writing inspired, heart-led copy and content, running an aligned business, and showing up more authentically, follow me on Facebook or Instagram.

Here's to you amplifying your truth, presence and service!

Lynn ❤

—----------

Lynn Hord COPY QUEEN
© Copyright Lynn Hord 2024 | All Rights Reserved | www.lynnhord.com