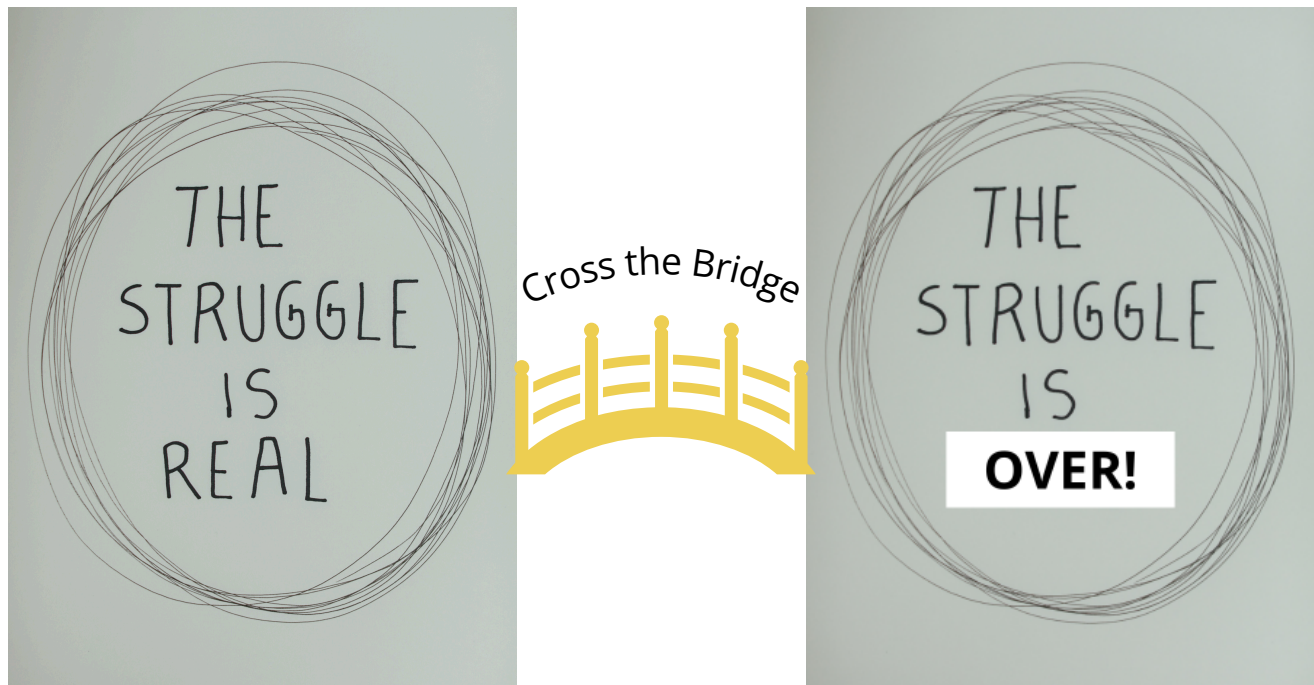


Why It's So Hard to Talk About What You Do...

Even When You're Good At What You Do



This is for you if you've been trying to fit your soul's work in a one-size-fits-all formula and you're experiencing that it just doesn't work!

Let's fix that.

Hi, I'm Debbie Pearson.

How many times have you thought, “Why is it so hard to explain what I do?”

This is a frustrating (but totally normal) question—and if you're a multifaceted coach, healer, or guide, you've probably asked it more than once.

The usual formula—“I help X do Y so they can Z”—works great if you're a butcher, a baker, or a candlestick maker (*it's clear-cut*).

But when your work is multidimensional—when it lives beyond the 3D space—it doesn't fit inside a 3D marketing construct. **And that's where the frustration begins.**

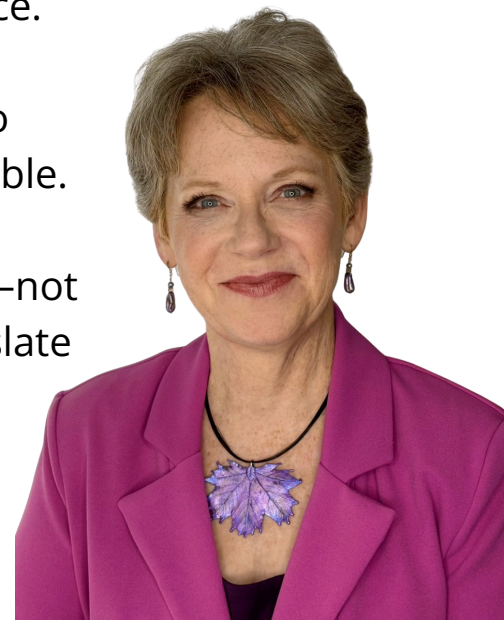
So let me say this clearly: *there's nothing wrong with you*. You're not too vague, too much, or too confusing. You're just working with language that wasn't built for the depth of what you do.

You're not a slice of cheese on a cracker. You're a fabulous, delicious 7-layer taco dip full of wisdom, depth, and experience.

Trying to condense that into one-line messaging? No wonder it feels awkward, clunky, and nearly impossible.

This mini-workbook is your first step toward clarity—not by simplifying who you are, but by helping you translate the fullness of your work into language that *lands*.

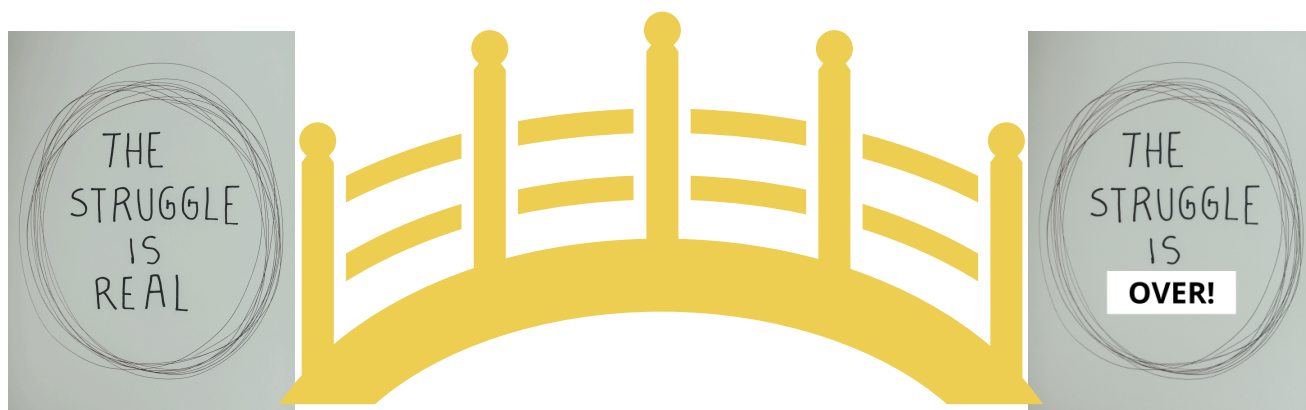
Let's get to it.



The Truth Behind the Struggle

**You're Not Missing Clarity.
You're Missing Structure.**

Your training taught you how to coach/heal/guide. Your practice taught you how to respond. You probably know how to “get results”. But none of this taught you how to *translate your work* into language that resonates - especially with people who've never experienced it.



That bridge—between what you **do** and what you **say** is what's keeping you stuck, spinning, and frustrated.

And it feels like:

Hiding on social media
Undercharging or overexplaining
Questioning your worth or message
Constantly wondering if anyone really gets it

What you need is structure, and this guide helps you start putting the wording for your multifaceted work in place.

Time to Get Personal

It's time to take a look at what's been—so you can get clear on what's next. This isn't about getting it "right." It's about dumping out all the mental clutter and making space for the truth to land.

This is about freedom, not perfection. This is how clarity starts to take shape ... *by making the invisible visible.*

Just let it out. No polishing. No censoring. Just truth.

Here are some questions and again, just write what comes to mind. This is not the time to try and say it right - this is the time to just get it out of your head and in black & white. Ready?

Prompt 1: What do you *currently* say when someone asks, "What do you do?" Then, how do you feel when you say it?

Prompt 2: What are you trying to communicate that never quite seems to land?

Prompt 3: If you could wave a magic wand, what would you want people to instantly *get* about your work?

Prompt 4: Think of a time you felt inarticulate or frustrated trying to explain what you do. What were you *really* feeling when that was going on? (It might be a feeling underneath feeling-dig deep.)

Notes

Let's Make it Make Sense!

Real momentum begins when you speak from from a place that resonates within you—where you trust your own wisdom and get honest about what's missing, whether it's skills, structure, or support.

**You don't need someone else's formula.
You need something that actually works for you.**

If you moved through this workbook and still feel a little stuck—or if you're not sure how to take what you uncovered and turn it into something clear, simple, and easy to say out loud ...

✨ **I'm here to help you sort it out.** ✨

I offer free 30-minute Business Breakthrough Calls (aka Make it Make Sense Call) for multi-faceted leaders like you. This isn't a sales pitch.

It's a real conversation about:

- ✓ What's getting in the way of your clarity
- ✓ What's missing in your current message
- ✓ What next step actually makes sense—for you

Often, clarity doesn't come from more thinking - it comes from saying it out loud—with someone who knows how to listen.

If you're ready to stop spinning and want support that meets you where you are, click the link in the purple bar below to book your call.

Helping you breakthrough the noise and discover your message.
Deb