



The Mindful Messaging Guide

A SIMPLE 3-STEP PROCESS TO HELP YOU WRITE
WEBSITE CONTENT THAT ACTUALLY SOUNDS LIKE YOU.



OKAY, WE'RE GONNA MAKE WRITING FEEL A HECK OF A LOT EASIER.

Writing about your work shouldn't feel harder than the work itself.

But somehow, every time you try, you either:

✗ Stare at the blinking cursor, wondering if your brain has turned into mashed potatoes

✗ Write and delete the same sentence 27 times until you hate every word

✗ Think, “Screw it, I’ll let AI do this,” then are appalled at how soulless and weird it sounds

Sound familiar?



Unfortunately, Clients don't magically appear just because you're good at what you do.

They need to hear your voice. They need to **instantly get** what makes your work different. They need to know—without a doubt—that **you're the one they've been searching for.**

And that's where your words come in.

MARKETING THAT FEELS GOOD? (YES, IT'S POSSIBLE)!

I know, I know—just the word “marketing” makes you want to light a candle, crawl under a blanket, and hope “The Universe” will take care of it.

Marketing **isn't the problem**. It's the way it's taught. Think: **sleazy, loud, in-your-face, buzzword explosion, social media obsessed**.

But that's not you. (**I get it, that's not me either!**)

See, most marketing advice wasn't made for people whose work is **deep, relational, and intuitive**.

You're not here to “convince” anyone to “buy now”—you want to **connect** with the people who already love the work you do.



That's what makes marketing from the heart different. It's all about:

- ✓ **Clear, honest connection**—so the right people instantly understand what you do
- ✓ **Serving before selling**—because trust is everything
- ✓ **Making it easy for people to choose you**—without second-guessing

People need what you do. But if they don't understand it, they won't say yes.

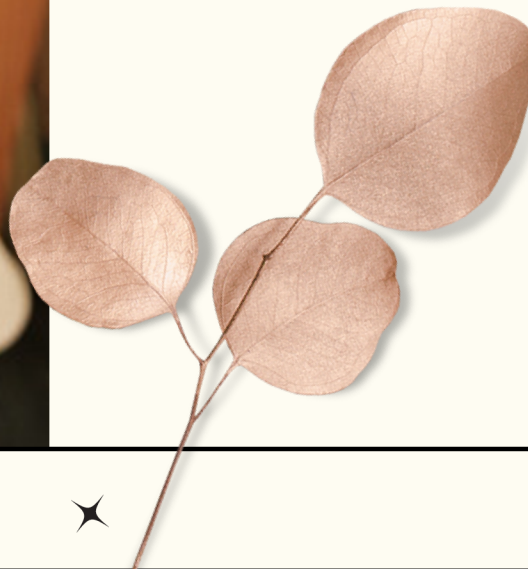
I created this guide to help you find the words that **sound like you**—so your dream clients don't just **understand** what you do, they **feel** it and know they're in the right place.

So, grab a mug of chai, and let's make it happen.

01

START WITH CONNECTION, NOT CREDENTIALS

LET'S DO IT!





Most people start their website (or bio, or About page) by listing every credential they've ever earned.

But seriously, nobody's choosing you because you're a Certified Master Coach, Level 9 Space Holder, with an advanced degree in Soul Retrieval & Kombucha Brewing. (As cool as all that is!).

They choose you because of how you make them feel.

- ✓ They need to know you **understand them**
- ✓ They need to feel **safe, seen, and supported**
- ✓ They need to believe **you're the right person to help them**

Instead of leading with your degrees or years of experience, start with **their experience**:

Instead of:

"I'm a certified somatic therapist with 15 years of experience in trauma-informed care."

Try this:

"If you've ever felt stuck in your head and disconnected from your body, you're not alone. I help people feel at home in themselves again—so they can move through life with more ease, trust, and confidence."

See the difference? One is **informational**. The other is **relational**.

Action Step

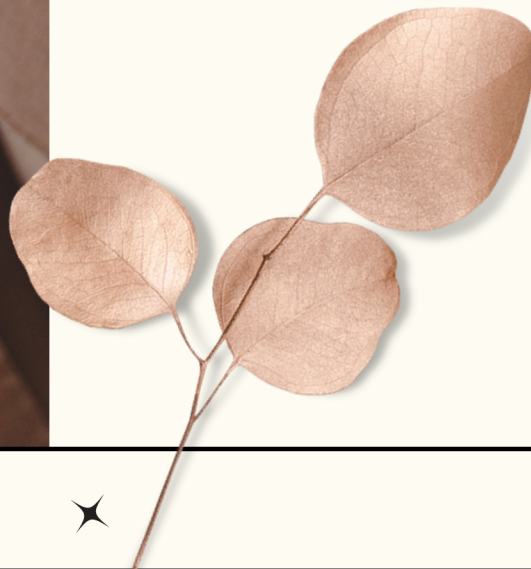
Write or rewrite the first few sentences of your bio or About page—make it about them, not you.



02

CUT THE JARGON.
SAY IT LIKE YOU
WOULD TO A
FRIEND.

LET'S DO IT!



STEP ONE

WRITE IT ALL OUT

If you find yourself **explaining your work before you send someone to your website**, that's a sign your words aren't doing the job for you.

If something on your site just feels off, it's probably because you're **using words you think you should say** instead of words that actually **sound like you**.

Let's change that.

Pick something—your **About page, your bio, or that one awkward sentence that makes you cringe every time you read it**. Open a doc, grab a journal, or use the space here.

Now, **set a timer for ten minutes and write without stopping**. No editing. No overthinking. No grammar-policing.

Just get the words out. Let them breathe. (We'll clean them up later.)

[illegible]

[illegible]



STEP TWO

PRUNE LIKE A PRO

I remember when my dad went full-on Edward Scissorhands on my mom's lilac bush. She was not happy.

But the next year? That lilac came back fuller, wilder, thriving.

That's what we're doing with your words. Trimming the excess, clearing out the old brush, so your real message can blossom.

✓ **Cut words like:** “really,” “very,” “just,” “might,” “you can,” and “that.”

✓ **Simplify overly wordy sentences.**

BEFORE:

When you work with me, you will begin to notice that you are feeling much more grounded and more connected to your own body and inner wisdom.

AFTER:

When we work together, you'll feel more grounded and connected to your body's wisdom."

Your people don't need more words. They need the right ones.

STEP THREE

REWRITE

Time to roll up your sleeves and rewrite. And here's the thing: if you're still writing like you're trying to win a grammar award, we ain't doin' that.

This isn't about impressing your high school English teacher. **It's about connection.** So, in this draft, write like you're having a **down-to-earth conversation with a friend.**

HERE'S SOME EXAMPLES:

So instead of saying:

If you think coaching sounds like it is for you, let's talk and determine what your needs are, and what you are most comfortable with. A preliminary call is recommended to determine if we're a good fit for each other.

use contractions like "it's"

Passive voice is the kiss of death.

You could say:

Interested in coaching? Want to talk about working together? I'm (your name). Let's chat to see if we're a good match.

See how this version talks right to you? It makes your client or customer feel like you're talking right to them.

HELPFUL TIPS

Instead of
This



Try
This

Passive Voice	<i>Active Voice</i>
Some yoga blocks were bought by me.	I bought some yoga blocks.
Laura's sister was met at the Harmonic Sound Healing Center by her.	Laura met her sister at the Harmonic Sound Healing Center.
Formal	<i>Use Contractions</i>
"That is," "You are," "I am," "We are"	"That's," "You're," "I'm," "We're"

STEP FOUR

YOUR TURN

Rewrite your first draft like you're talking to a friend you actually enjoy spending time with.

And remember: The more words you use, the more clients you lose. Keep it clear, keep it real, and say what matters—nothing more, nothing less.

[illegible]

[illegible]

Now, compare your first draft with what you just wrote. Which one would make you want to work with you?

Still stuck? Send me a note at hello@erincogle.com. I'll help you pull out the word weeds and find the words that actually sound like you.

ACTION STEP

Pick your top three pieces of copy that need this kind of makeover, and commit to giving them the same treatment this week.

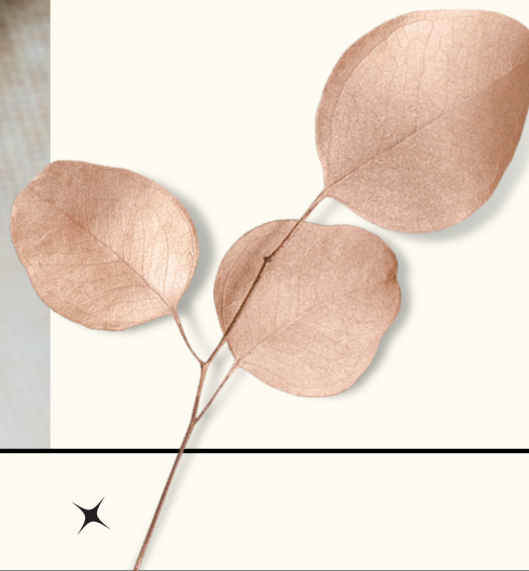




03

MAKE IT STUPIDLY
EASY FOR PEOPLE
TO SAY YES.

LET'S DO IT!



Picture this:

You just had another argument with your partner. You pull up the therapist you met at last week's yoga retreat.

You like what you see. She seems like the right fit.

But... **there's no clear way to contact her.**

You tell yourself you'll reach out when you feel less rattled. But you never come back.

Your people are overwhelmed. Their nervous systems are fried. Their attention spans? Shorter than a monk's haircut.

Be compassionate. Don't make them hunt for the next step. Make it clear, obvious, and easy to take action.

MAKE EVERY PAGE ON YOUR WEBSITE STUPIDLY SIMPLE TO NAVIGATE.

Sometimes called a CTA (Call-to-Action) is a clear next step that guides folks to book, sign up, or say yes—without hesitation. But it's gotta be super clear and simple!

- ✓ Want them to book a consult? Say it.
- ✓ Want them to join your email list? Make it obvious.
- ✓ Want them to apply for a program? Put the button right in front of them.

Your people need safety, reassurance, and clarity before they say yes.

Take them by the hand and show them the next step.

Examples:

So instead of saying:

"If you're interested, feel free to reach out anytime."



Try this:

"Let's talk. Click below to book a free consult and see if we're a good fit."

Join my email list for updates.



Get practices, reflections, and insights to support your healing journey—right in your inbox.

Click here when you're ready.



If this work is calling to you, trust that. Let's explore it together. Book your session today.

Action Step:

Don't let all this work you've done sit in your downloads folder—open your site now, change at least one CTA today.



YOUR WORDS = YOUR POWER

Marketing **isn't about being pushy or pretending to be something you're not.**

It's about **connection, resonance, and making it easy** for the right people to see themselves in your work.

When you make these shifts, your words will:

- ✓ **Feel natural and easy**—like a conversation, not a performance.
- ✓ **Draw in the right people**—so you're not constantly explaining or proving your worth.
- ✓ **Match the depth of your work**—so your website finally reflects the transformation you offer.

You already have the right words. Let's make them work for you.

ACTION STEP

Change one sentence today. Pick a phrase, a headline, or a line from your About page—and make it sound more like you. No pressure, no overthinking. Just start. Small shifts lead to big clarity.

NEED A LITTLE MORE REFLECTION AND CLARITY?

For the next 7 days, when you book a **Embodied Clarity Session**, you'll also get a **free 15-minute follow-up call**—because sometimes clarity needs a second round.

We'll refine, tweak, and make sure your words are landing exactly the way you want.

\$349. Just a conversation that makes everything click.

If this feels like the next step, let's connect. Email me at hello@erincoble.com to book a session.





Did you find these tips helpful? Pass this guide along!

Please post it on your blog, hand it out to others in your hot yoga class, or distribute it to your women's writing circle.

Just make sure it has this info on it:

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