

On a scale of Cat, how are you feeling today?



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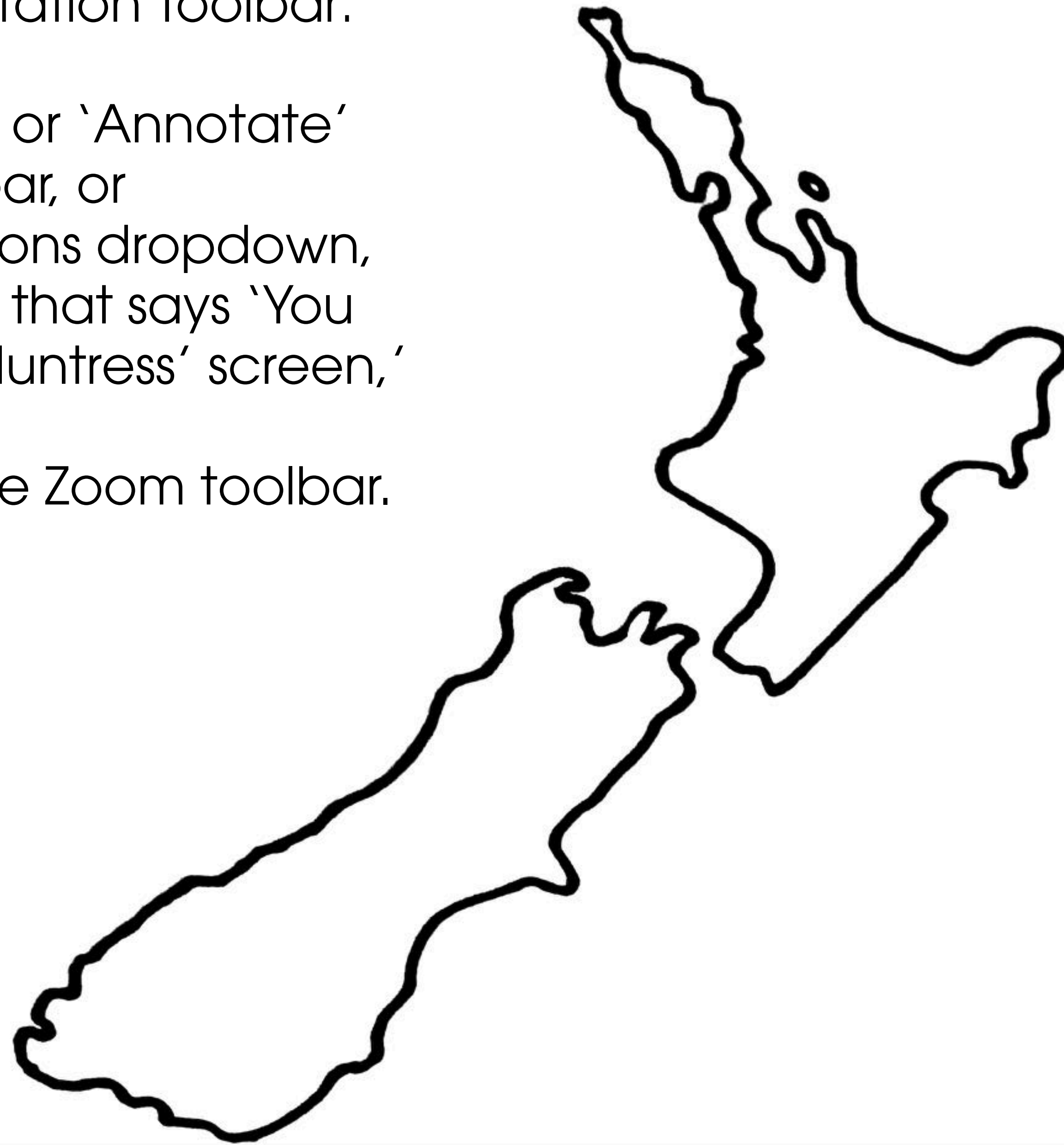


To open the Annotation Toolbar:

- Select 'Whiteboard' or 'Annotate' from your Zoom Toolbar, or
- Go to the View Options dropdown, next to the green bar that says 'You are viewing Caelan Huntress' screen,' or
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# Your Message = Your Mess+Age



*Presented by*  
**@CaelanHuntress**

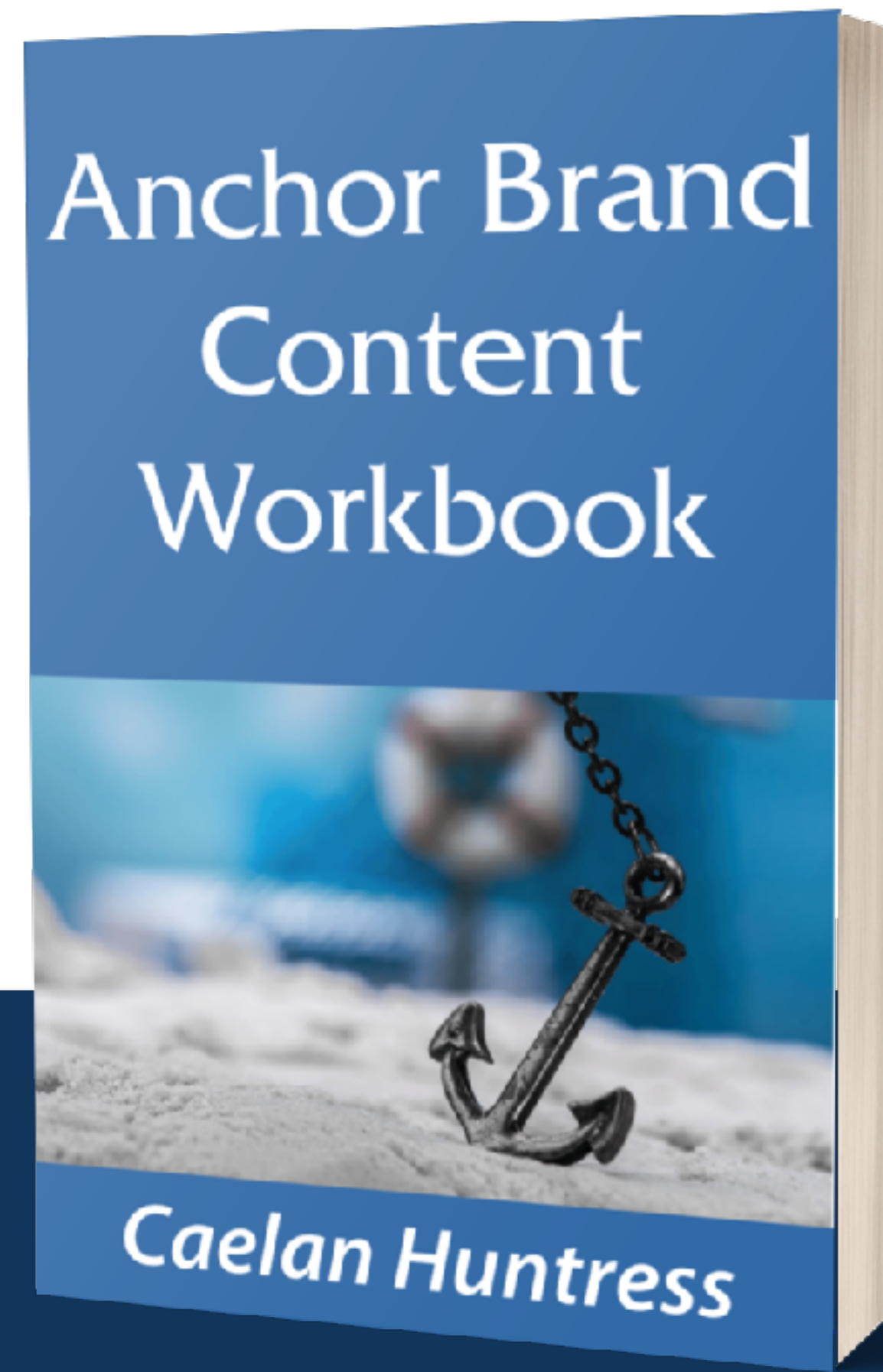


**STELLAR**  
PLATFORMS

[caelanhuntress.com/masterclass/message/](https://caelanhuntress.com/masterclass/message/)

# AGENDA

1. The Clarity Of The Truest You
2. Desperation Repels, Common  
Unity Attracts
3. Your Greatest Wound Is Your  
Greatest Power
4. Fake It Till You Make Impostor  
Syndrome Your Friend



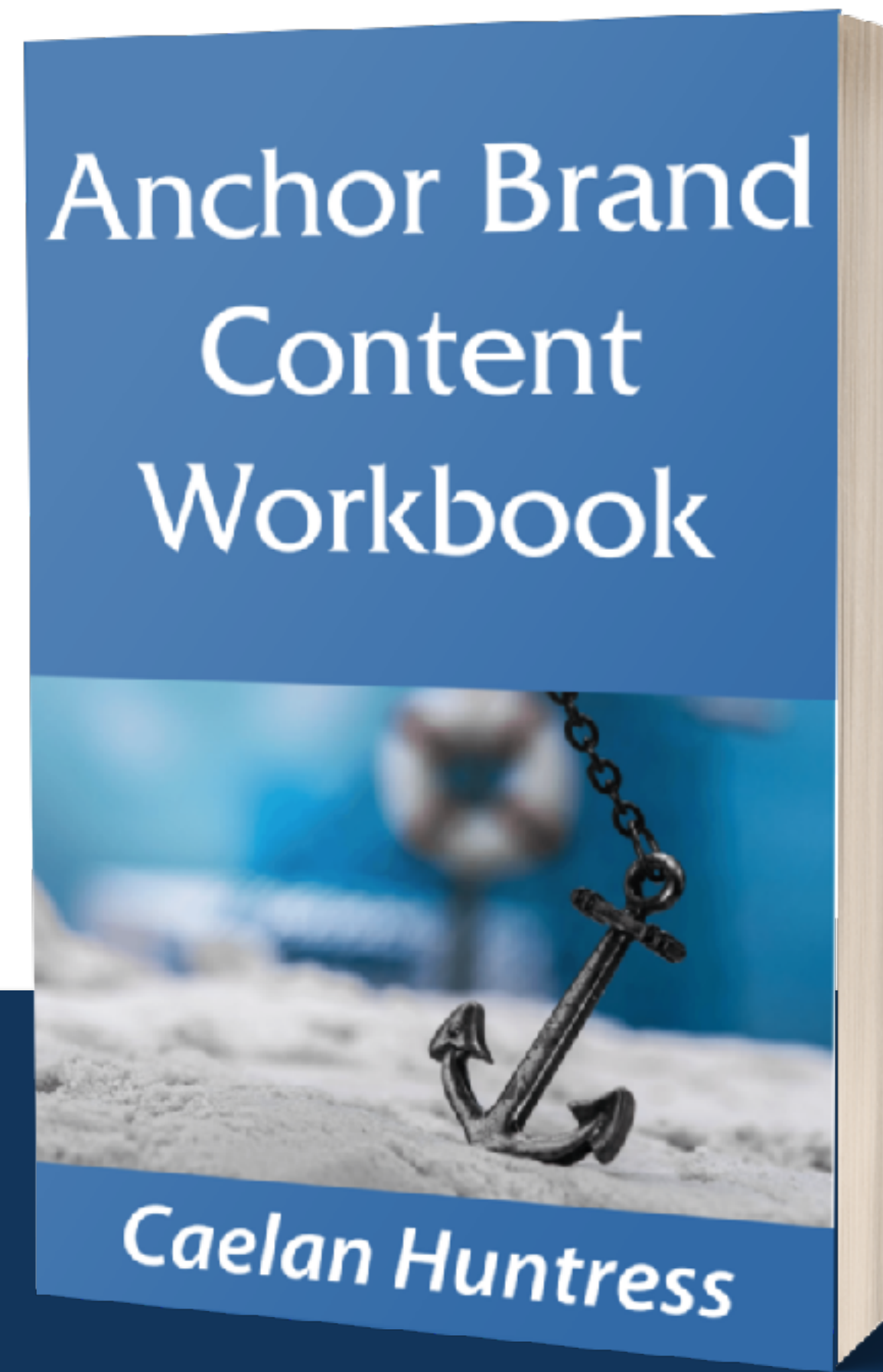
**BONUS**

*"The best thing I did for my business was hire Caelan Huntress. He has done more in two months than other companies have tried to do in twice the time. Caelan is creative, strategic, and is an incredible listener. He helped me move my vision forward in a way I never thought possible."*

**Testimonial**



**Angela Maiers**



**BONUS**





# Resonation



# Resonation



# Resonation





# Clarity





“Imperfection leads to trust.  
Imperfections make you real,  
powerful, and believable.”



Ron Tite





NOT MY JOB



“It is impossible to  
get better and  
look good at the  
same time.”



Julia Cameron





Case Study

# Peter Cook



Thought Leaders Practice - Book	1-Any
Thought Leaders: Practice vs Business	1-Many
Thought Leaders Business School	1-Few
Coaching	1-1

NSA

INFLUENCE

2019





“To feel this vulnerable  
means I'm alive.”



Brené Brown



# Take Time to Compost



# Your Message

Mess+Age

"Today you are You,  
that is truer than true.  
There is no one alive  
who is Youer than You."



Dr Seuss

# Your Uniqueness



# The Timeline Exercise



thought leaders

BUSINESS  
SCHOOL



Matt Church

# The Timeline Exercise

1. What happened?
2. What did you make it mean?
3. What's that about?



Matt Church

# Trauma is a Teacher



“Most things break, including hearts. The lessons of life amount not to wisdom, but to scar tissue and callus.”



Wallace Stegner



# Adverse Childhood Event



“The wound is the place  
where the Light  
enters you.”



Rumi

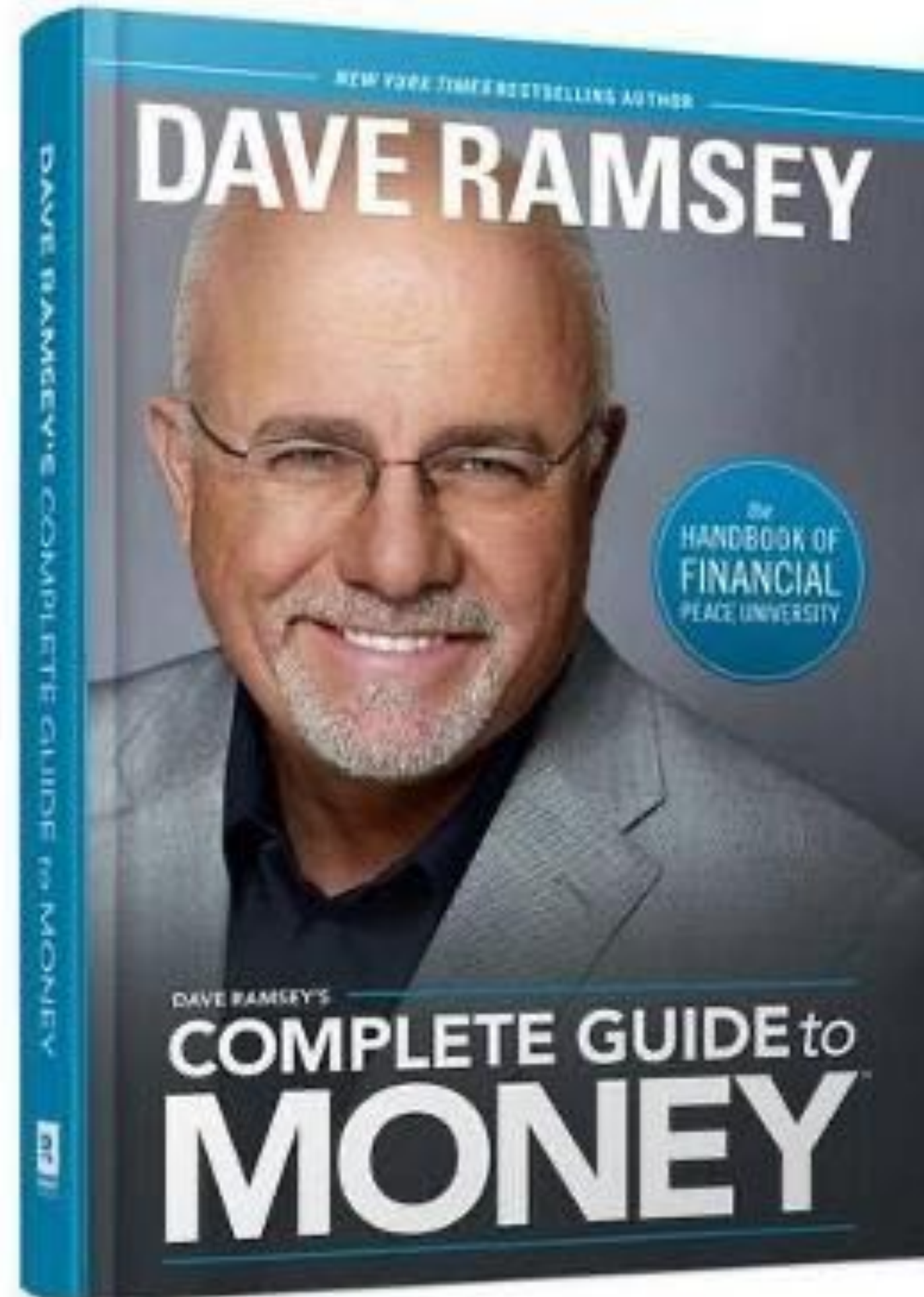
# 30,000 Feet vs Ground Level



# Distance Gives Perspective



# Mess+Age



# Secrecy



# Displacement



“It is worth being shot at  
to see how much  
one is loved.”



Queen Victoria



# Sharing Secrets



“Until you make the  
unconscious conscious,  
it will direct your life  
and you will call it fate.”



Carl Jung

“I don't share my  
wounds, I share the  
wisdom of my wounds.”



Andrea Leda

# Is it in service?

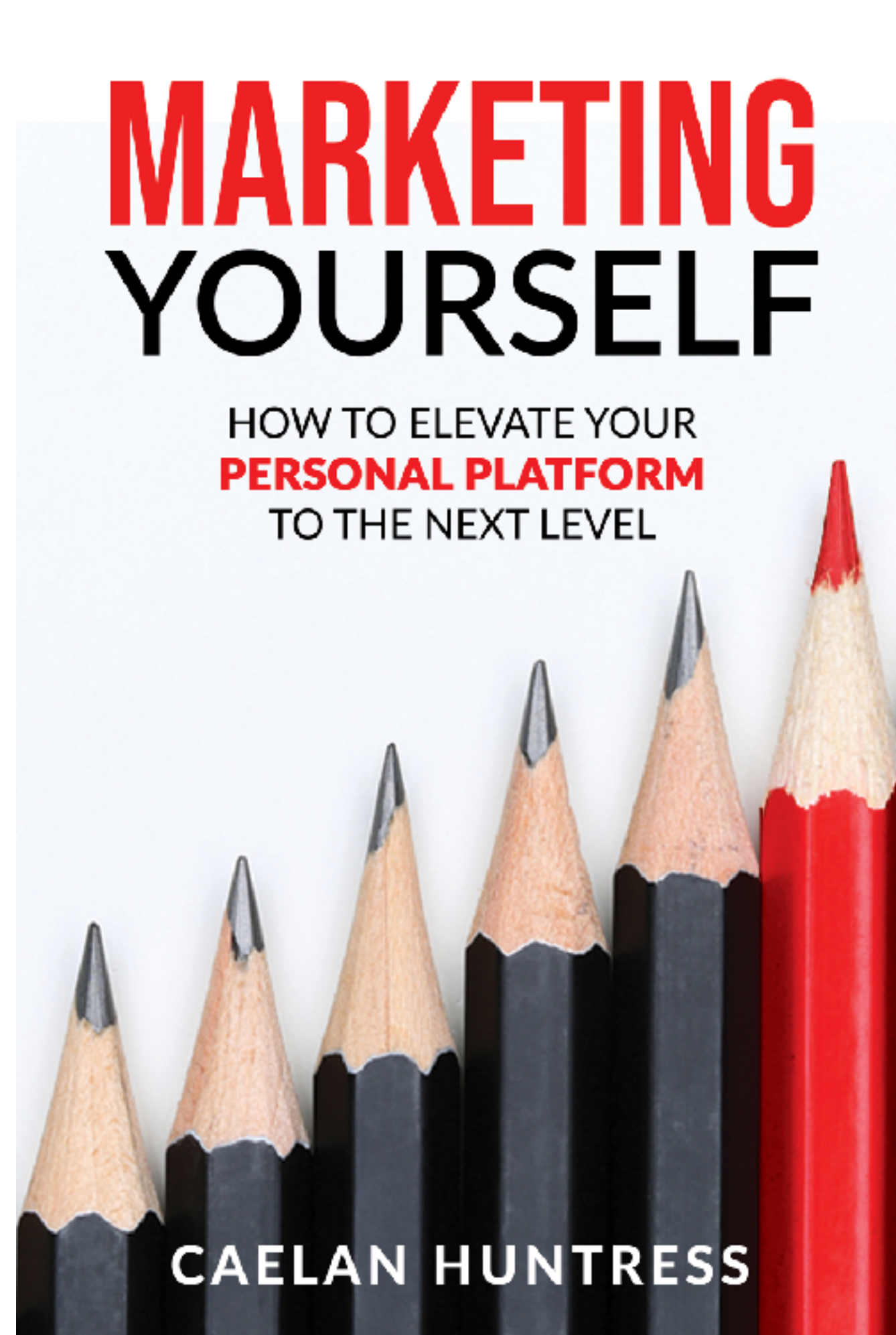


thought leaders  
BUSINESS  
SCHOOL



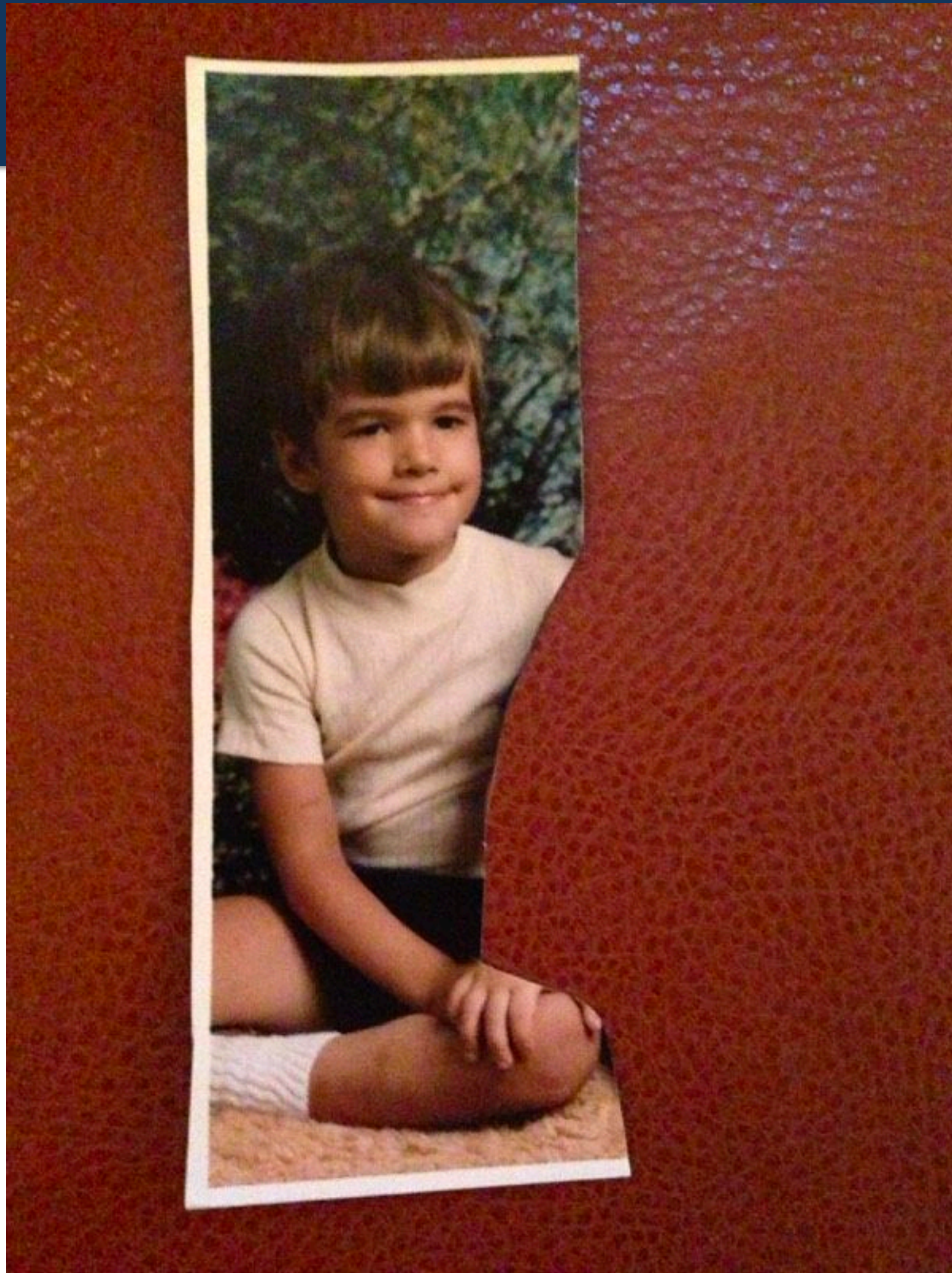
Matt Church

# Mess+Age



# Books

1. Marketing Yourself
2. Life Balance
3. Runaway



“Always go too far,  
because that's where  
you will find the truth.”



Albert Camus



# Impostor Syndrome



"I am not a writer. I've  
been fooling myself  
and other people."



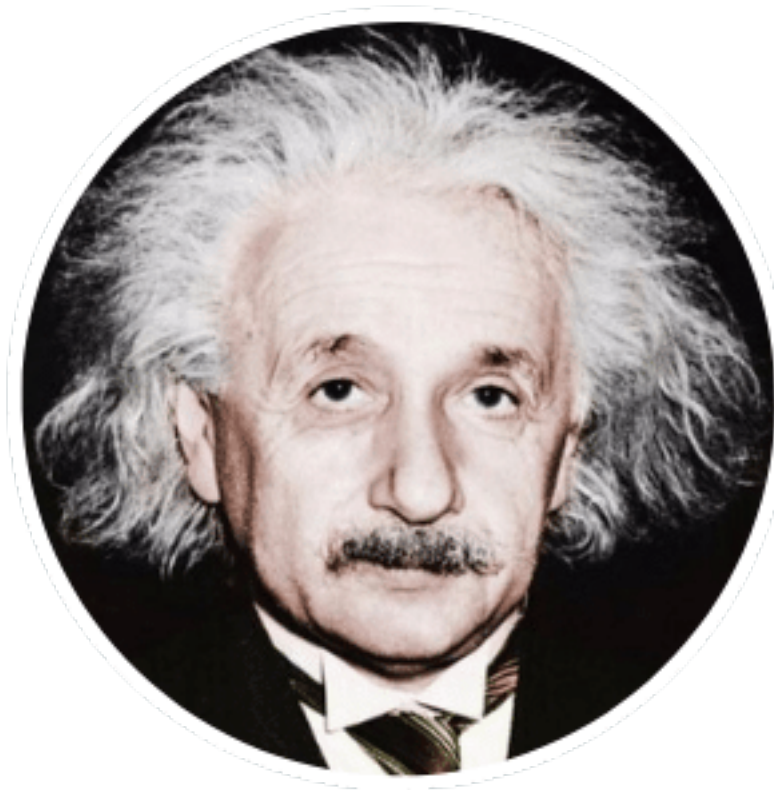
John Steinbeck

“I have written 11 books but each time I think 'Uh-oh, they're going to find out now,' I've run a game on everybody, and they're going to find me out.”



Maya Angelou

“The exaggerated esteem in which my lifework is held makes me very ill at ease. I feel compelled to think of myself as an involuntary swindler.”



Albert Einstein

“The truer the angle  
of your edge,  
the more you feel  
impostor syndrome.”



Matt Church

# Fake It Till You make It



"Anything new is  
accomplished by  
unqualified people."



James Clear



"BEING  
DIFFERENT IS  
A TALENT.  
YOU  
ILLUMINATE  
WHAT MAKES  
YOU SPECIAL  
IN THE SEA  
OF  
SAMENESS  
AROUND  
YOU."

LADY GAGA



"You have to find what sparks  
a light in you so that you in  
your own way can illuminate  
the world."

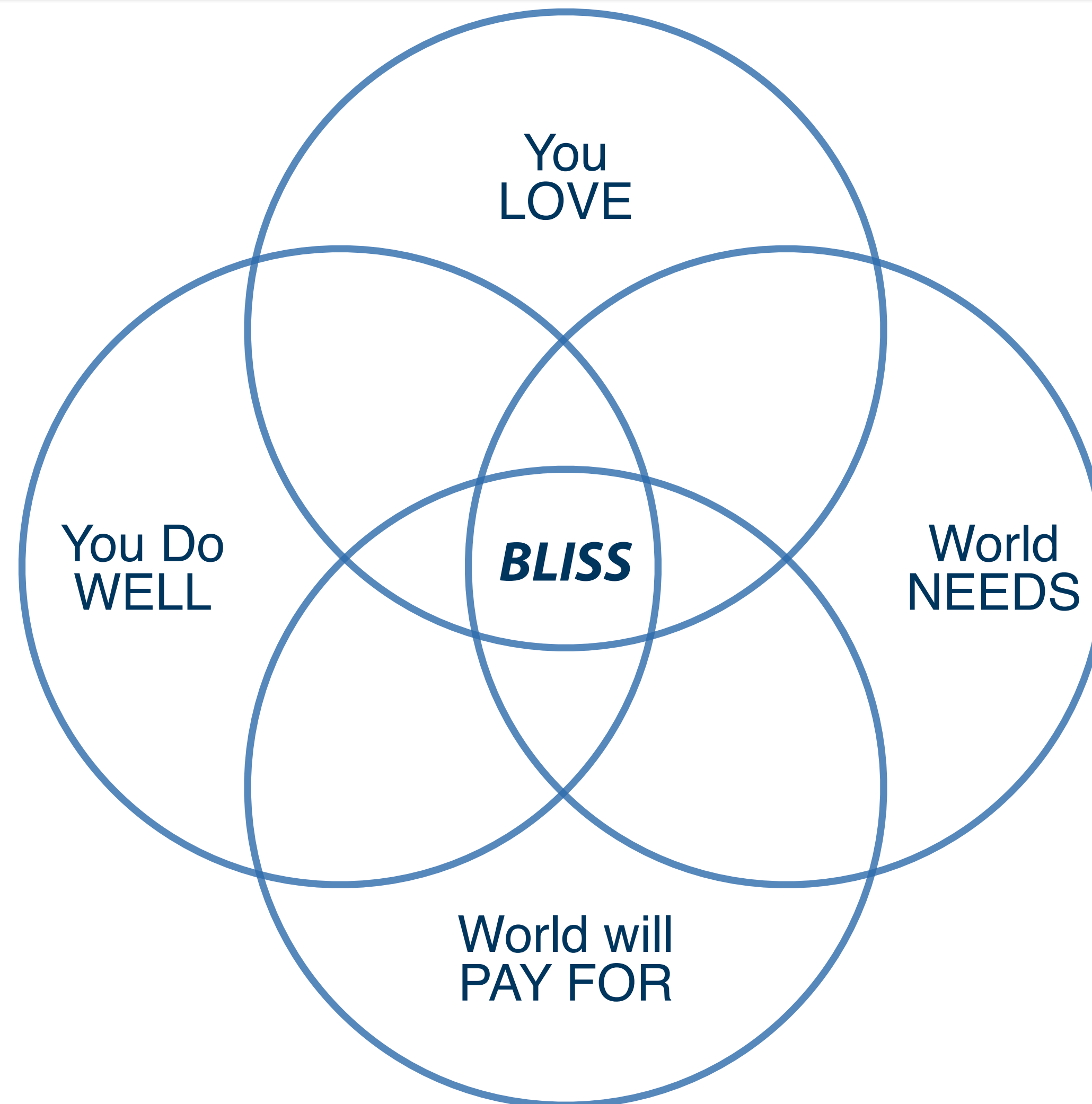


Oprah Winfrey

生きがい

Ikigai

# Ikigai



# Ikigai



# Ikigai



# Ikigai



“Aging is an extraordinary process whereby you become the person you always should have been.”



David Bowie

“If you bring forth what is within you,  
what you bring forth will save you.  
If you do not bring forth what is within  
you, what you do not  
bring forth will destroy you.”

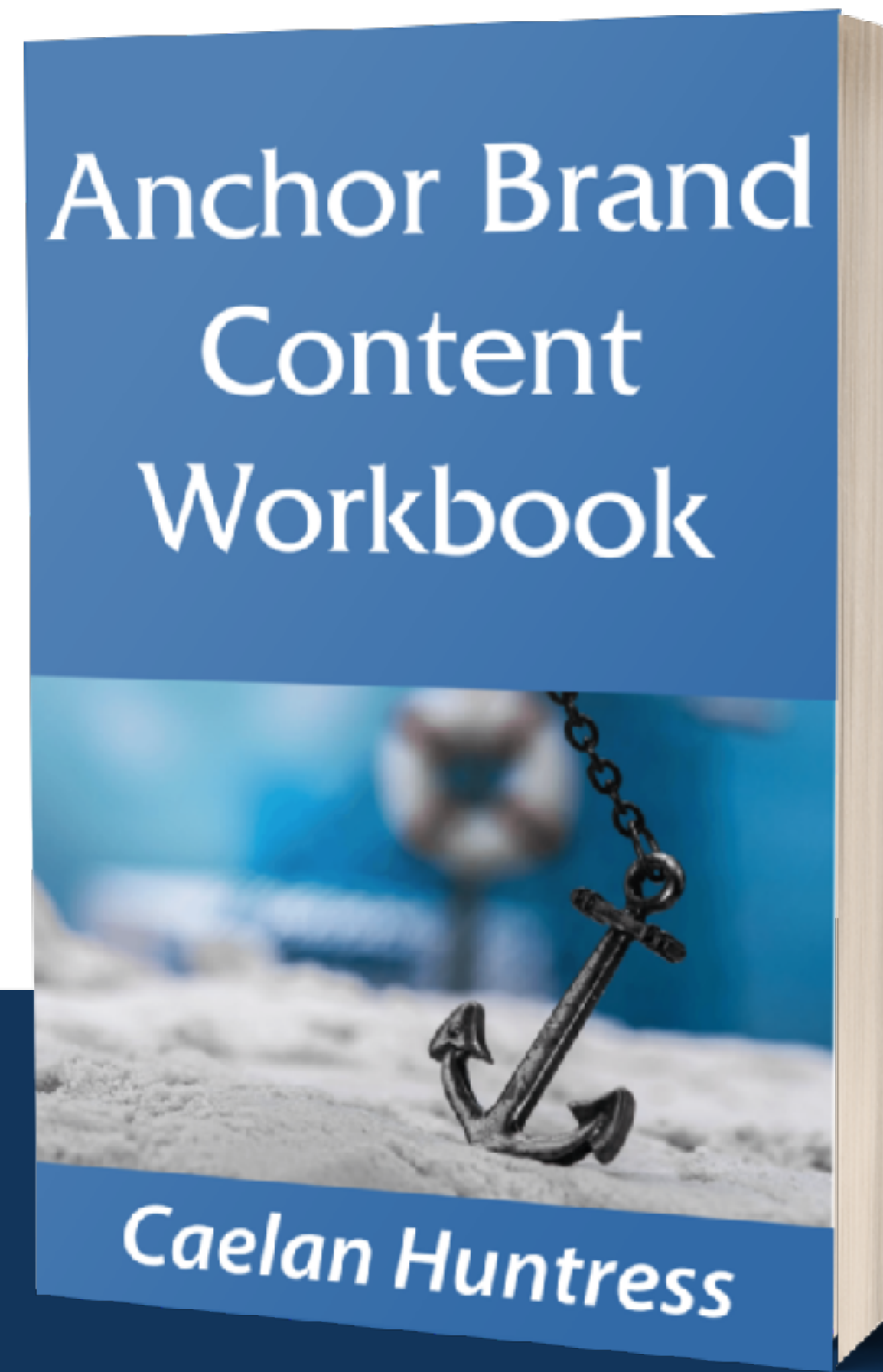


St Thomas



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**BONUS**

# Platform



# 4 Levels of Platforms:



4.

3.

2.

1.

# 4 Levels of Platforms:



4. Stadium
3. Stage
2. Showroom
1. Soapbox

# 4 Levels of Platforms:

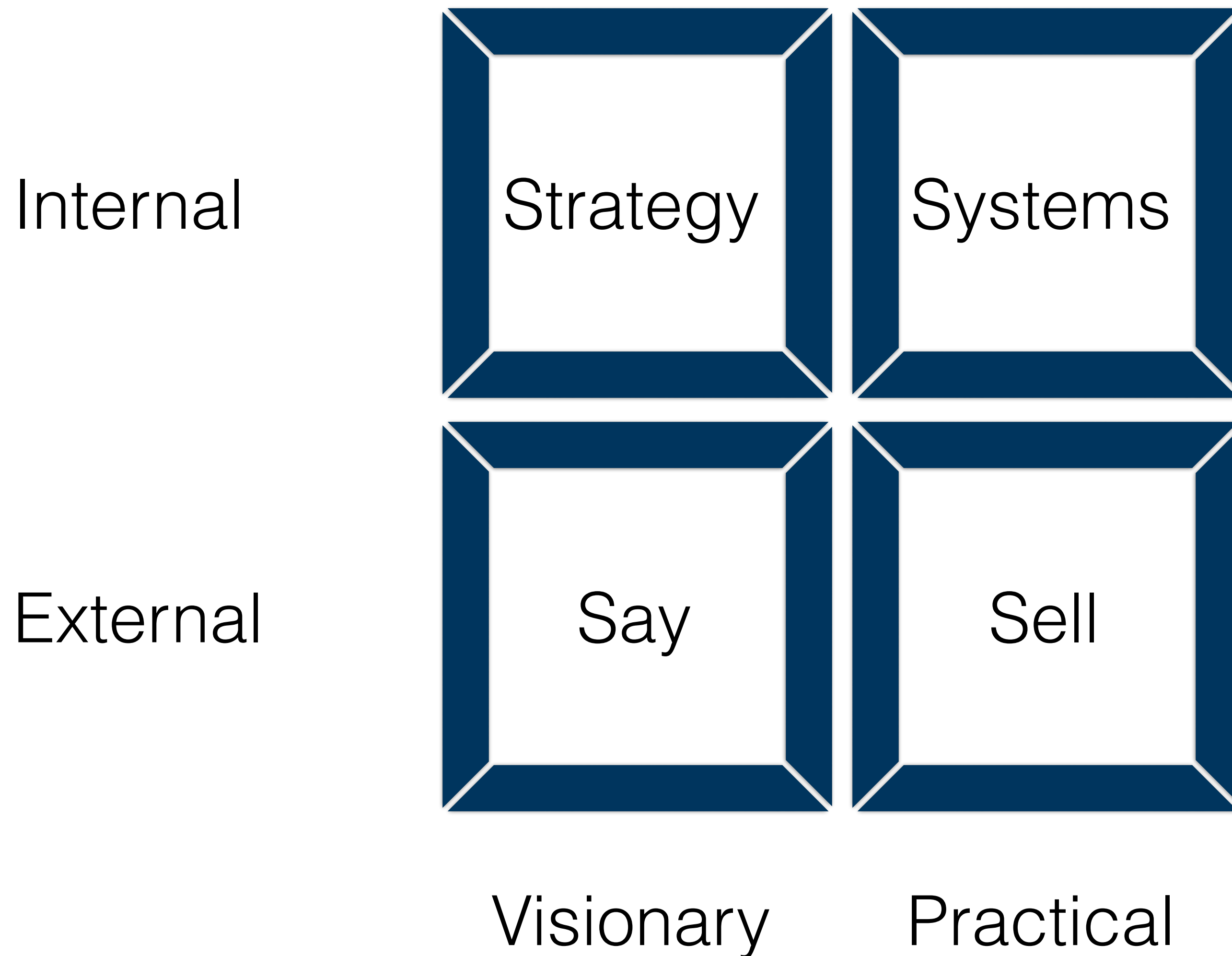
Platform Level	Reach	Focus	Sell	By the
<b>Stadium</b>	15,000	Thinking	Ideas	Impact
<b>Stage</b>	1,500	Making	Products	Outcome
<b>Showroom</b>	150	Freelancing	Services	Project
<b>Soapbox</b>	15	Gigging	Tasks	Hour

# 4 Levels of Platforms:



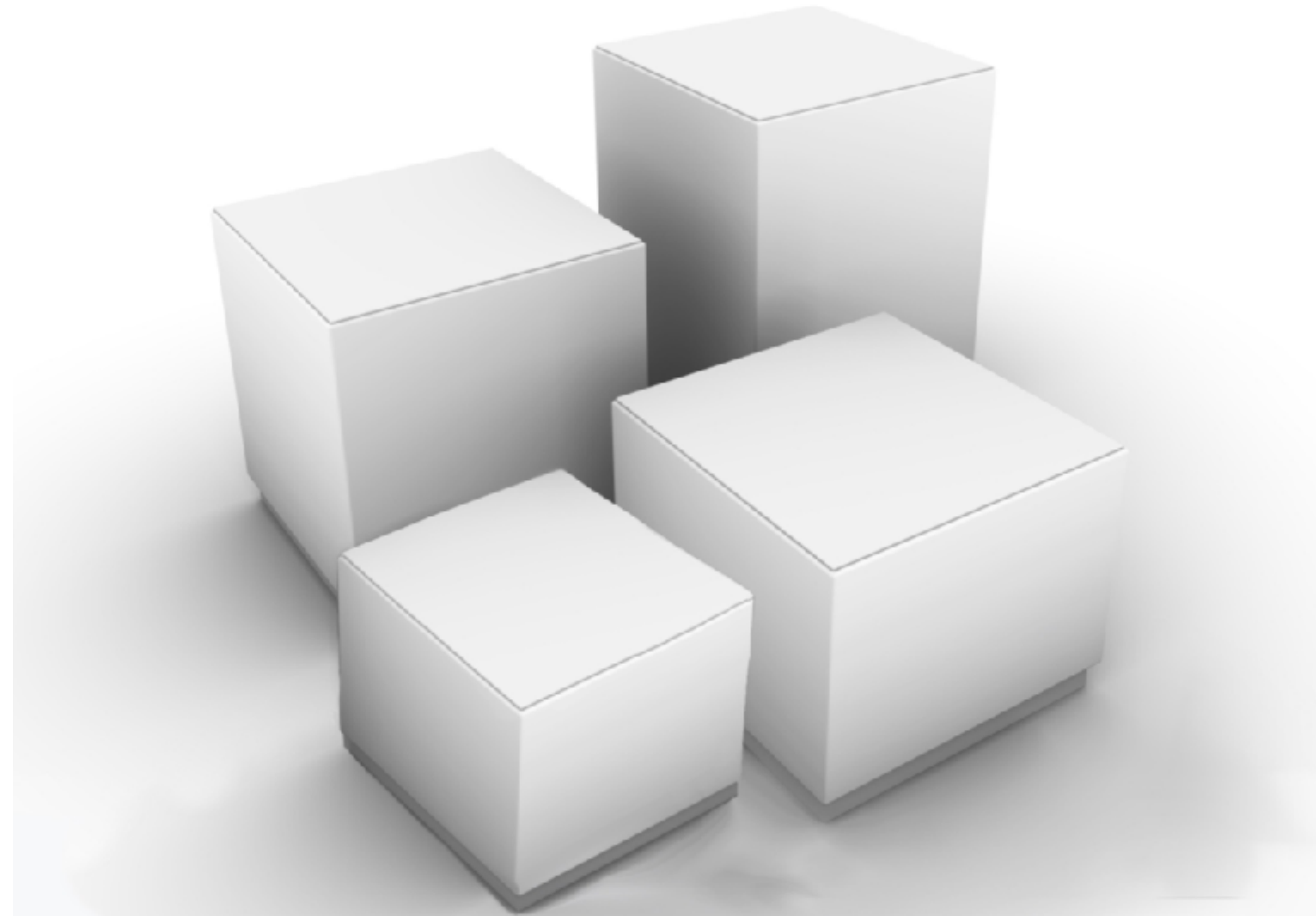
4. Stadium
3. Stage
2. Showroom
1. Soapbox
- 1. Sewer

# 4 Cornerstones

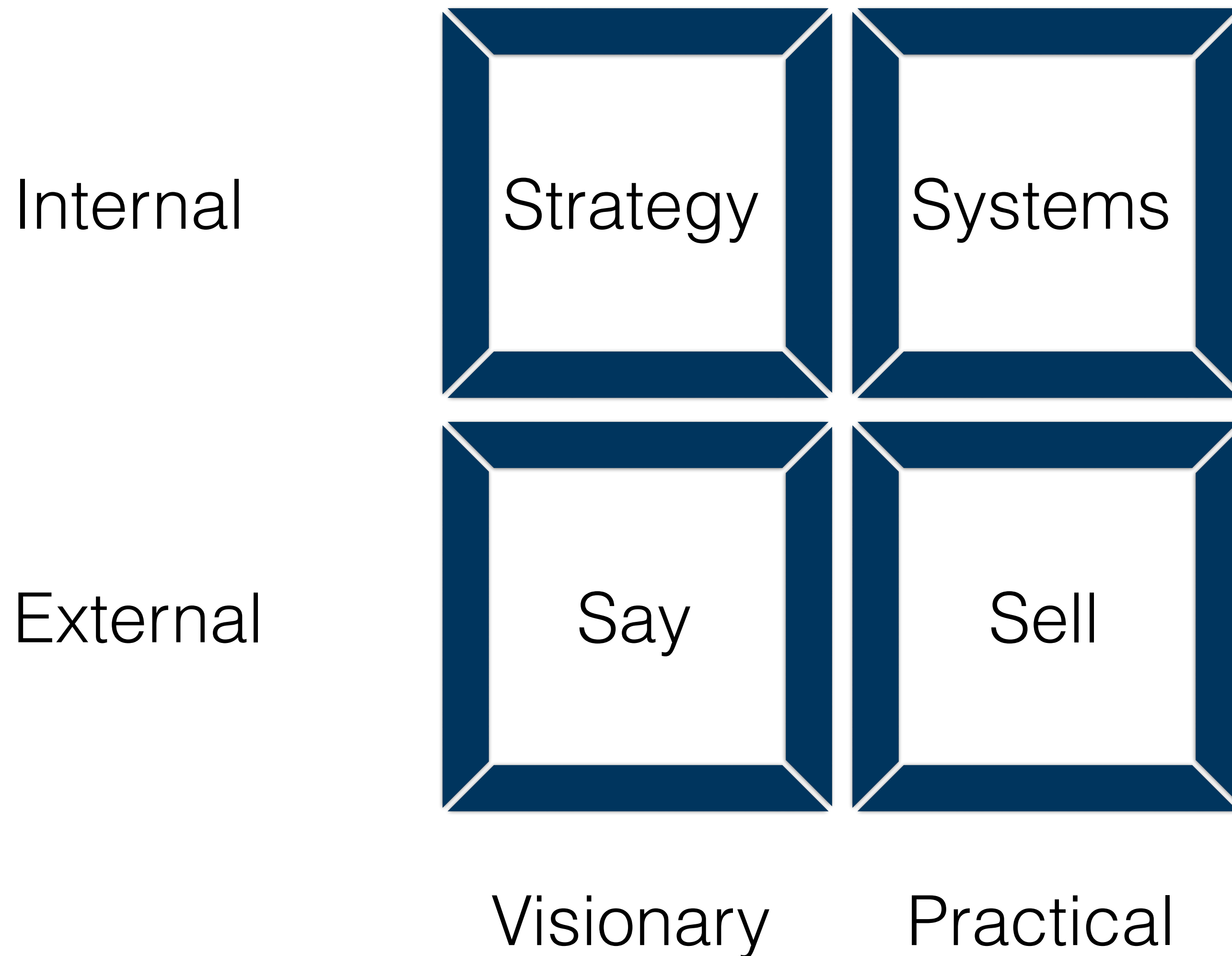




# 4 Cornerstones



# 4 Cornerstones



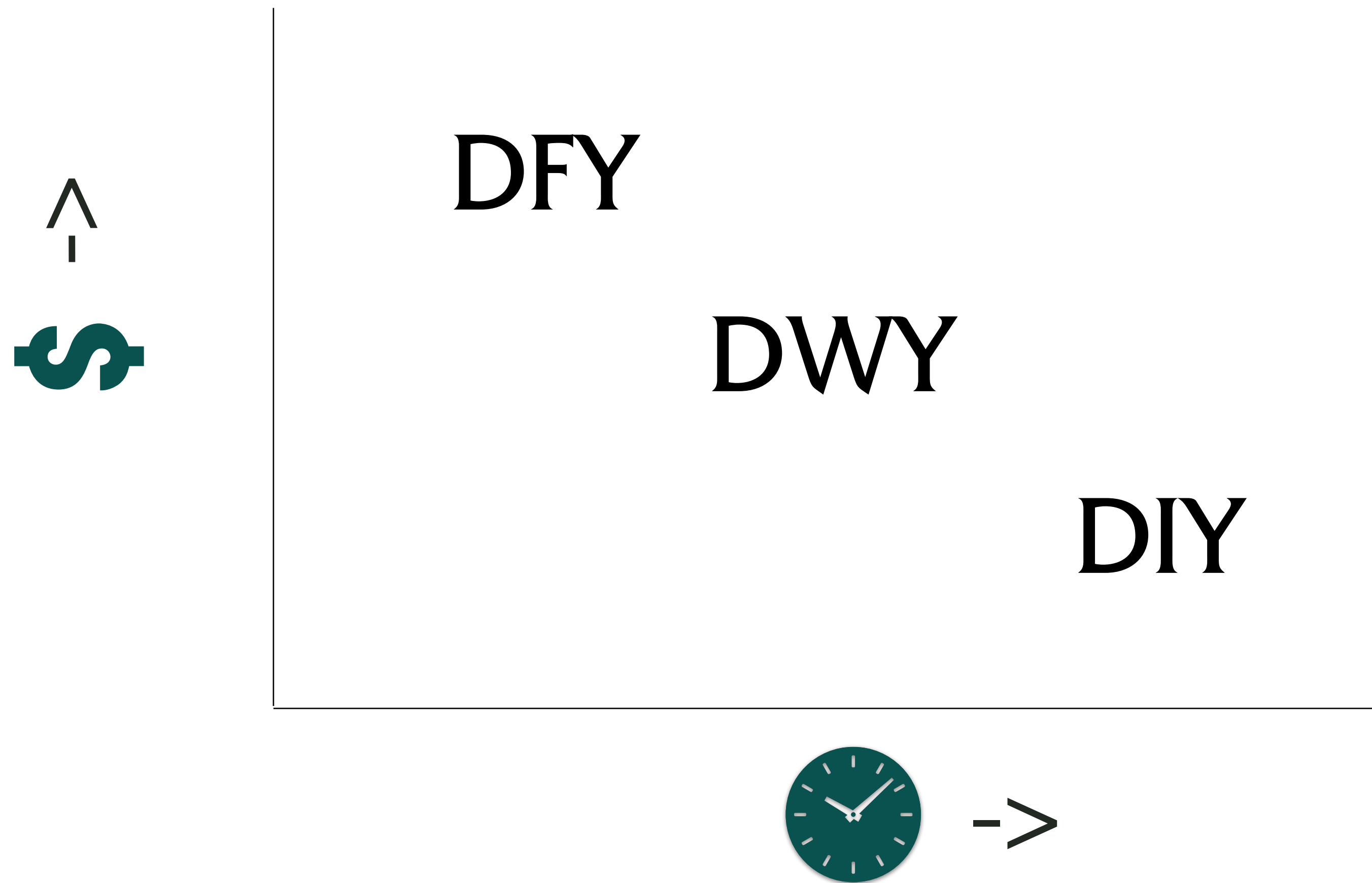
# Stellar Platforms

DFY

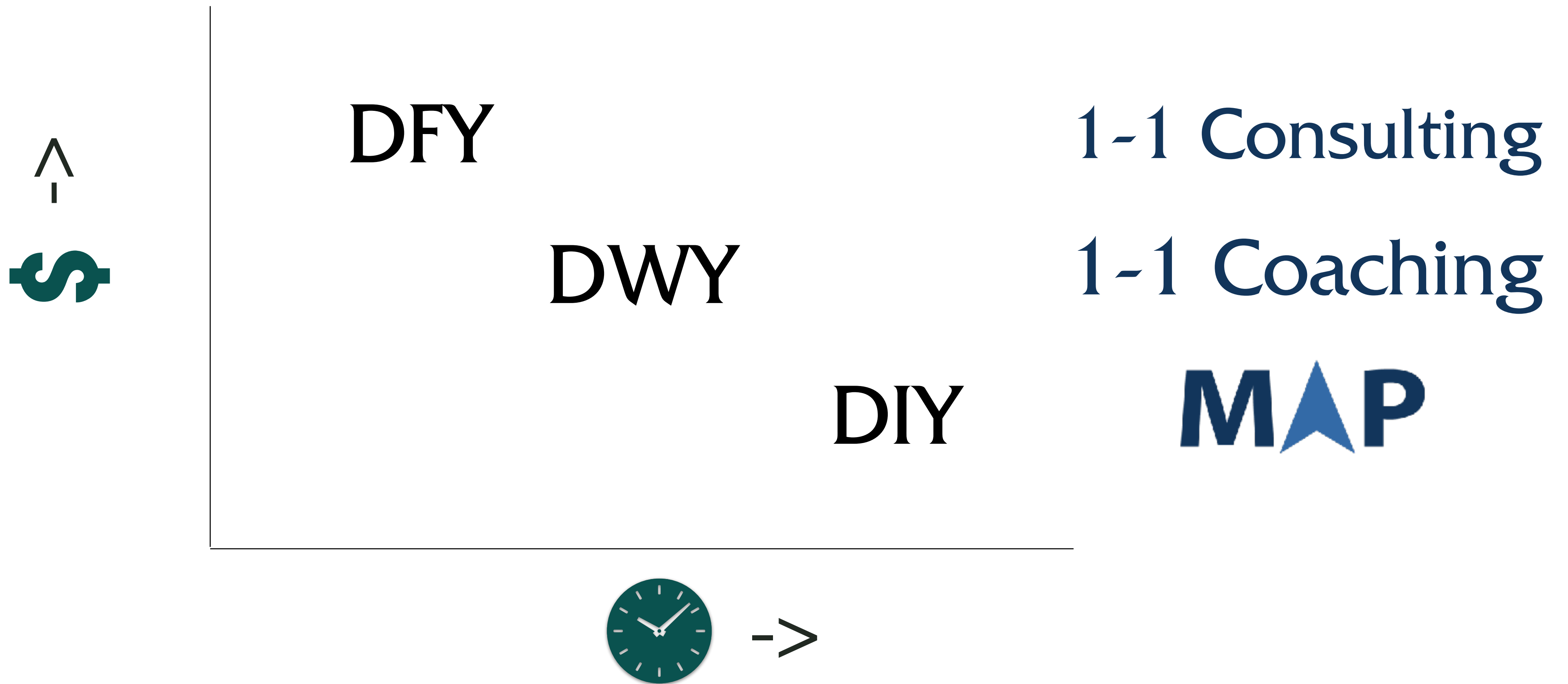
DWY

DIY

# Stellar Platforms



# Stellar Platforms



# Make a MAP

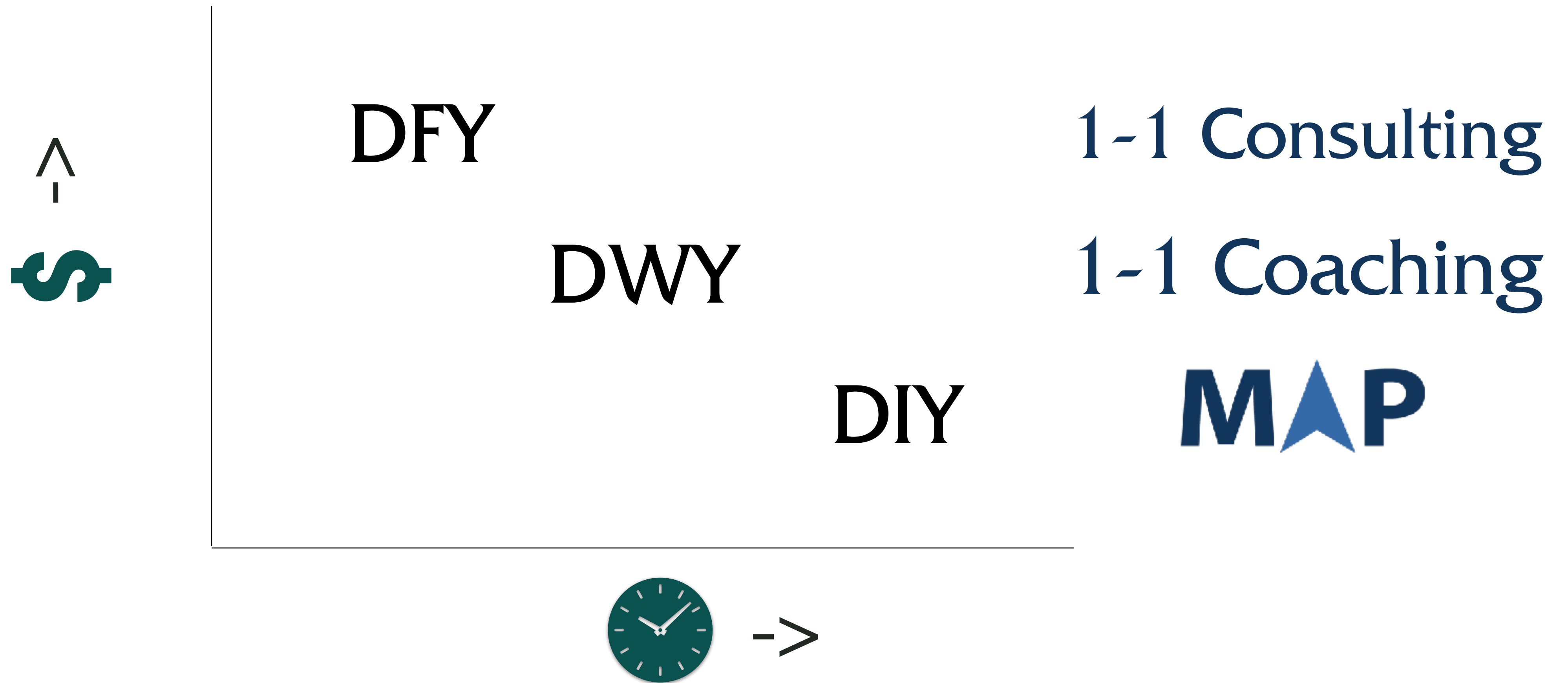


# Make a MAP



<https://marketingautomationplanner.com/>

# Stellar Platforms





# 1-1 Consultation

Minimize time spent on your marketing  
Maximize the revenue you earn from your offers  
Clarify your authentic message

**[CaelanHuntress.com/Coaching](https://CaelanHuntress.com/Coaching)**

*"The best thing I did for my business was hire Caelan Huntress. He has done more in two months than other companies have tried to do in twice the time. Caelan is creative, strategic, and is an incredible listener. He helped me move my vision forward in a way I never thought possible."*

**Testimonial**



**Angela Maiers**

*“Caelan helps me think bigger. He is a springboard of ideas. He points out the path of what’s possible, and then he lays out a practical plan that I can realistically execute on.”*

Testimonial



*Roger Wolkoff*

*"I consider myself fortunate to have found Caelan Huntress as my coach.*

*He asked great questions, was superbly skilled at diving deep to find leverage moments, and helps generate transformative insights and solutions to my digital marketing needs."*

**Testimonial**



**Jonathan Logan**

*"I have found my time with Caelan as my coach to be incredibly rewarding. His keen understanding of complex issues, and his ability to focus on what is important, allowed us to get to the meat of things quickly. He offered smart feedback, and suggested little adjustments that made a big difference, resulting in some very positive changes in my life."*

## Testimonial



**Matt Katzenson**

***“Caelan is the best  
business support coach  
I’ve encountered. He can  
actually do the work, not  
just talk about it.”***

**Testimonial**



***Rachel Farber***

# Improve Your Performance

*Make the most of the time you have*

*Discuss the decisions that matter*

*With your personal coach*

[APPLY FOR A DISCOVERY CALL](#)

## **DO YOU EVER FEEL LIKE...**

- You can never quite get to the next level
- Growing your business takes too much time out of your business
- The technology is such a headache to manage
- You need more revenue without spending more time marketing

I get it. I've been in every single one of those situations



*“Working with Caelan was the spark that helped me to grow my business in many facets. I’ve got lots of grand plans, but as a single mom who spends a lot of time with my kids, I get easily overwhelmed. In addition, I don’t like putting much time into the ‘business’ of my work, preferring to spend my time working with patients, researching, and writing. Caelan helped me break down some simple ways I could get my content out in the world, and he shared his visions of the directions my business could head after really connecting with me about my skills and dreams. I am averse to cheesy marketing strategies, and with Caelan, everything we do feels authentic to who I am and what I have to offer. It’s a joy to work with him.”*



**Rachel Farber**

*Doctor of Oriental Medicine*



**Mike Rayburn, CSP, CPAE**

*Hall of Fame Public Speaker*

*“I highly recommend Caelan Huntress. Working with Caelan has been absolutely fantastic.*

*Caelan & I have been working together for about a year, and the results have been great. I was a hard sell. I looked at a lot of different options, and I felt like Caelan was the best one.*

*He knows every aspect of this business. He is incurably positive, always uptempo, always having a great day, and I cannot recommend him highly enough.”*



## *Improving your performance has an exponential impact.*

*You can set up strategies that amplify your effectiveness, in your life and your business.*



*Apply for a Discovery Call Today*

APPLY NOW



*"My in-depth consultation with Caelan on marketing strategy was very productive. Out of many of Caelan's insights, one idea stood out that alone would put my business partner and I on the map. Caelan has a way of making brilliant, organic discoveries from deep listening so the big idea felt natural, and I had no resistance to it. If your business has come to a plateau, sitting down with Caelan will help you move things forward."*

*- Evelyn Chau*

## Discovery Call Application Form

Name \*

First

Last

Email \*

Phone

Business Name

Website URL

http://

How would you describe yourself?

- I'm just starting out and haven't chosen my target market yet.
- I've chosen my target market, but I don't have much of an email list.
- I have a product and list, but I need help to scale my business.

# 1-1 Consultation

Minimize time spent on your marketing  
Maximize the revenue you earn from your offers  
Clarify your authentic message

**[CaelanHuntress.com/Coaching](https://CaelanHuntress.com/Coaching)**

Your Message =  
Your Mess+Age



*Presented by*  
**@CaelanHuntress**



**STELLAR**  
PLATFORMS

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