



## **FIND YOUR TRUTH MESSAGE**

Magnetic Messaging:  
The Secret Sauce to  
attract your 5-Figure  
business

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# INTRODUCTION TO YOUR COACH

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Alycia is a former scientist. She did her Master's in genetics in Paris, her PhD in Geneva, Switzerland, and now works in Canada. As you can see, she loves to travel. But despite her diplomas, she wanted more: to create an empire.



At her last job, she worked every weekend, not taking a lunch break. She realized that she no longer wanted to work for a boss who didn't take her into consideration. So, back in France, she launched her French Podcast "Sois ta propre vérité", getting over 20K listens in 110 countries with no advertising and less than 300 subscribers. A blog with over 500-1000 visits a month. She understands that her message is so powerful that women need to be their own truth, and creates a 5-figure business no matter how many subscribers you have with a unique, emotional and visionary message to create an engaged community.

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-  True from within

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# DO YOU RECOGNIZE YOURSELF?

You get up every morning between 4 and 5 o'clock. The first thing she does is look at her phone. You notice that you don't have DMs, no new followers and no sales. So you watch a live, a stream or videos on how to increase her visibility. You spend her morning creating posts on Canva. Then you say to herself: "What's the point?"

**You Publish content because you know that you need to be consistent.** Then you spend the afternoon looking at accounts of people who are living a dream while putting on a TV background. You drink coffee and candy or chocolate. You spend her day in yoga pant.

Furthermore, you bought a lot of courses how to create content, but you don't figure out why you don't live your dream only work with your phone and your laptop. Other "guru coach" told you contradictory information: **you have to be viral, you have to be niche, or you have to have catchy titles.**

You feel lost, you spend your time thinking too much and feeling not enough. That there's something missing. You feel powerless and you're sick of your family telling you that you need to get a real job. You're tired of not sleeping and being stressed. You can't take care of yourself because you feel that if you leave your computer for even 5 minutes, you'll miss the solution that will unlock your business. So get away from your business, live anywhere with just your computer and create the life you want.

You know that your problem isn't being consistent in the social media because you post every day, but that creating content becomes a game that lets you work the likes into your Stripe account.

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# THIS GUIDE IS PERFECT FOR YOU

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Welcome to the creation of your UVE message! This e-book is designed to help you find your message that will differentiate you from the crowd to create an engaged community and start selling your offering.

I've been there, staying up nights trying to find the magic solution to get more visibility, more likes, more sales by following coaches by buying trainings and always ending up disappointed.

After imitating others, I realized that I had to be my own truth and get back to basics. What's my message based on my identity and my story. I realized that I was unique. I started selling my offer with less than 300 subscribers.

I wanted to save you time and sleep by teaching you how to define your unique visionary and emotional message (UVE)s and tips you need to achieve your fashion goals.

**IN THIS BOOK, WE WILL COVER A WIDE RANGE OF TOPICS, FROM UNDERSTANDING YOUR MESSAGE, YOUR DREAM CLIENT AND SOME PROMPT TO IDENTIFY YOUR UNICITY.**

I tried so many things before I saw any results. I tried to go viral on TikTok, but I had videos that got a lot of life, but I didn't get any new subscribers or sales.

I tried on Instagram to have an aesthetic feed, with catchy titles, but for a long time I got comments like: great post, keep it up, great. This ended with coaches sending me a DM to propose their offer.

After a long period of market research, I realized that I had to stop chasing the shiny object, the magic solution. But I had to understand why I'd lost my way. I fell back on why I started and focused on my podcast, my Pinterest and my loyal subscribers on my platforms.

Then a sale; then 2 and then my first 5K etc... as well as my podcast listens took off. I realized that I was hiding behind strategies because I didn't believe in myself. I worked on my mindset and my message to be my own truth...





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**DEFINING YOUR  
BRAND IS AN  
EXTENSION OF  
YOUR VISION**

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## HOW TO FIND YOUR OWN VOICE ?

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The first thing to do is to stop following so many coaches. The more information you have, the more lost you are. You need to find yourself. Ask yourself why you started.

You need to get back to basics, especially if you've been posting for months or even years without any results. Your posts may be aesthetic, but they don't represent your values, your brand or your vision.

To create a brand that stands out, you need to stop focusing on numbers, and start talking about yourself and your dream client. You're more than a coach, your offers or your strategies. Yes, you want to sell, but you have to tell yourself that your vision is the best one for your dream client.

Get out of fear, out of FOMO, ask yourself, what is your vision? What do you want to achieve? Why do you want to be known?

How do you want someone who comes to any of your networks to feel?

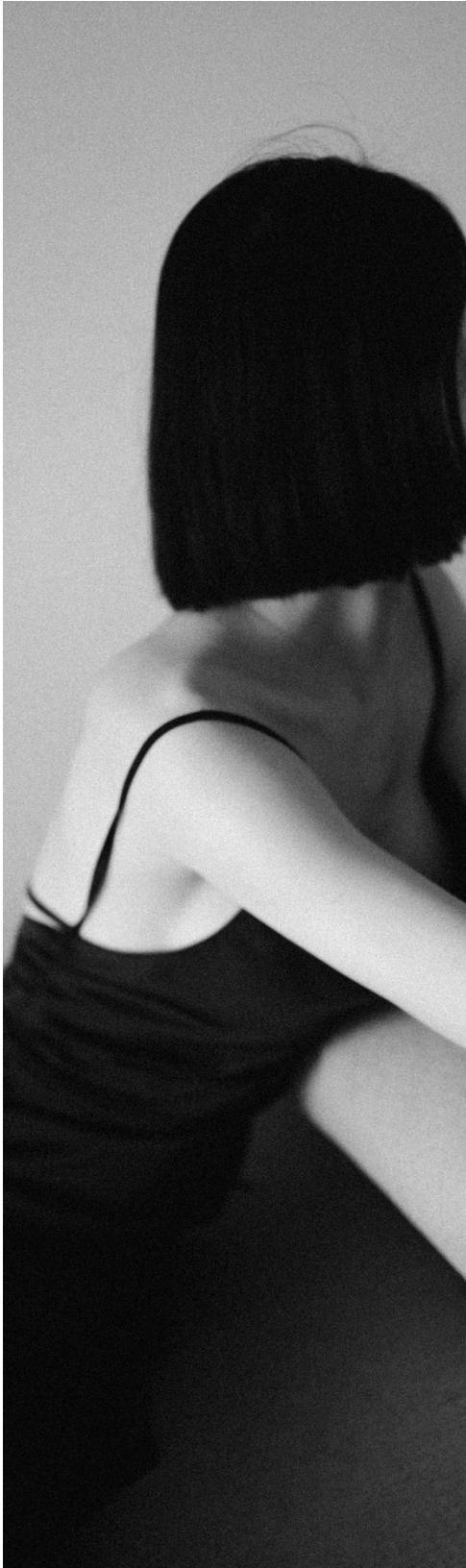
Discovering your unique voice on social media is akin to unveiling your true self in a crowded room. It begins by embracing authenticity; don't mimic others but rather celebrate what makes you distinct. Reflect on your values, passions, and experiences, for they are the building blocks of your voice. This will allow you to experiment with content styles and formats until you find what resonates with both you and your audience. Remember, your voice may evolve over time, and that's perfectly natural. It's about the journey of self-expression. Stay consistent, stay true, and gradually, you'll craft a voice that not only attracts but deeply connects with your online community.



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# HOW TO FIND YOUR OWN MESSAGE LIVE ?

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To find your message, you have to start from your story. I know we tend to tell ourselves we're not enough because we don't yet have the results of certain coaches we admire, or you don't yet have an aesthetic life.

But instead of focusing on the ones we don't have. We need to focus on our superpower.

That comes from understanding what identity you have? What is your own truth?

You've got to get away from who people expect you to be, to who you really are. What makes you unique.

## Prompts who help you to find your message.

What experiences, challenges, and triumphs have shaped you?

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How have these experiences influenced your beliefs and values?

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What impact do you want to have on others? How do you envision your message making a difference in people's lives?

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# PROMPTS WHO HELP YOU FIND YOUR MESSAGE

Think about the knowledge and expertise you've acquired over the years. What are you perfect at? What unique insights can you offer?

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How have you dealt with difficulties, even if not as a coach?

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What is your main motivation to help people ?

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What is your vision for your community for 1 year for 5 years ?

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How can you share your solutions and insights to help others facing similar issues?

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What is your dream client ? (go deep )

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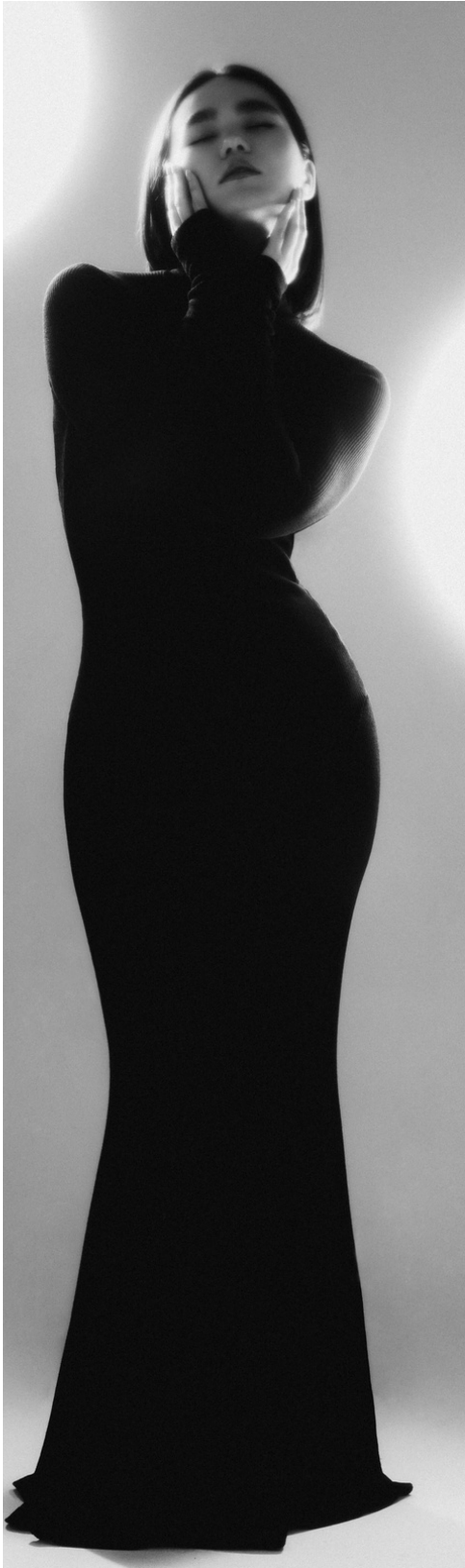
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# HOW TO DETERMINE YOUR BRAND IDENTITY ?

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People think that brand identity is just about colors and fonts. Brand identity is more than that. It's the brand's story, vocabulary, communication, spirit and values.

You need to understand and find simple words that resonate with your ideal customer to describe your brand. Your message must incorporate these words into your marketing strategy. Your message should be present in 80-90% of your posts.

Your story will tell the story of your brand, starting with why? Who's it for? For whom? What irritates you about the industry?

This will enable us to define different content areas:

- Pain identification content (identifying your target's problems)
- Agitation content or controversial (what's the opposite of your industry: what you do differently)
- solution content and prove content (how?)
- storytelling content (why)

Marketing has changed - people need to connect with you. People buy with emotion. You need to touch the emotions of your dream customers. How you do it with your message..



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# TRUE QUEEN FORMULA FOR DIFFUSE YOUR MESSAGE WITH YOUR CONTENT?

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## 1-Pain identification content (= education content)

Many of your subscribers don't know what their real problem is, so you need to use their vocabulary.

Hook /title for IG post : If you're trying to go viral to make money with online coaching business.

Authority : I'm making sell with less than 300 followers and my views are less 10K (here can see my message women entrepreneurs can sell their offer no mater the size of their followers)

Solution : this is the 3 step that I follow that allow me to sell every day and to live only with my laptop and my phone.

## 2-Agitation content

These are the false solutions that your audience tried, but they didn't work.

Hook : All the coaches told you need to focus on being consistent in order to break the algorithm

Authority : Being consistent is study is you don't nail this. I make send only posting this week 2 posts

Solution : you need to focus to be more intentional if you want to sell your offer using my proven method (here I will put my message)

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# OTHER EXAMPLE

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## 3-Storytelling content (emotional connection)

This will help your prospects connect with you through your story.

Hook /title for IG post : People think that I was crazy to start my business because I had a PhD.

Authority : Now I have a 5-figure business

Solution : this is how I did.

## 3-Prove content

Provide proof that your service is having an impact on your customers.

Hook /title for IG post : How my client went from (pain) to (result)

Remember that your message is a reflection of who you are, and it has the power to resonate deeply with others who share your values and interests. Stay open to growth and adaptation, and your message will continue to evolve and inspire.

If you want more help send me DM on Instagram [@alyciakiyeko](#)





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**YOUR VISION IS  
ALREADY THERE,  
YOU JUST NEED  
TO HAVE FAITH IN  
YOURSELF TRUE  
QUEEN!**  
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# CONTENT PLANNER

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week of .....	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
type de post							
Caption:	Caption:	Caption:	Caption:	Caption:	Caption:	Caption:	Caption:
Content pillar							
#							

## YOUR NOTES:

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## WHAT IS THE NEXT STEP ?

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The Magnetic true Message is not about manipulation or trickery; it's about building authentic and meaningful connections with your audience. By aligning your messaging with authenticity, empathy, and value, you create a magnetic pull that draws people in, keeps them engaged, and ultimately leads to stronger relationships, trust, and conversion.

If you more guide you have 2 possibility to work with me :

Truth message  
mastermind

1 to 1 coaching