

Welcome to My List Email

Welcome. You recently grabbed 5 Steps to Craft Your Story during the Business Success Giveaway. Thank you and I hope it helped you.

Tip: Your ideal client

For Step 1, describing your main character, aka your ideal client: Think about who you want to work with. If you could only interact with one group of people for a long stretch of time, what characteristics would you want them to have? Stuck? Hit reply and let's work on it. (No pitch. I promise.)

An attitude of gratitude

It's Thanksgiving week in the U.S.

- I'm privileged to have a place in your inbox and **I'm grateful for you.**
- My gratitude list includes the usual: family, roof over my head, food in my belly. The last five years have been challenging. I got laid off and I learned I have a progressive disease. Both awful, yes. Yet I'm grateful. I've gained knowledge; I've had new adventures; I'm doing things I want to do; and I've discovered resources and a community.

How about you? Hit reply and tell me what's on your gratitude list. I'd love to know.

Freebies for you

- [Free Offer Launch Blueprint training](#) (part 2 & 3) via Facebook Live in Jamie Atkinson's Podcasting 101: Four Ways to Monetize Your Podcast group. (Non-affiliate link)
 - The [Business Success Giveaway](#). If you missed any resources, go get 'em.
 - Last call: [Monica Shah's Rock Your Revenue](#) giveaway. If you need to focus on sales or revenue, go take a look. (Non-affiliate link)
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Until next time ...

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I help entrepreneurs and B2B organizations turn audiences into advocates with messaging that connects so they can reach their business goals. I'm a writer, editor, strategic content planner and collaborative project manager. With nearly 20 years of experience in public relations and journalism, I can help you with blog posts, emails, web pages, e-newsletters, press releases, presentations and more. [Let's chat.](#)