

AMPLIFYHER

'amplə,fī/hər/ : to expand HER reach, to increase HER voice to STAND on her story!

CHALLENGE DAY ONE
WITH ERICA LATRICE

CHALLENGE

Discover Your
Core Message

CONNECT

FIND OUT WHAT
OTHER'S SEE IN
YOU

SHARE

PREPARE TO STEP
OUT WITH YOUR
MESSAGE



GET CLEAR ON YOUR TRUTH

Stand on Your Story

Challenge Day #1

Part 1

There is no shortage of people willing to tell you what serves as a "credible career" or what the best steps are for success.

However, as proven by some of the most successful people...EVER... innovation, authenticity and boldness to step out are proven keys to seeing true success in your life!

You don't have to wait for permission from someone else to do what you desire to do. You also don't have to stay stuck in a box because you have told everyone that you are doing xyz and now you feel obligated to stick with that forever.

It's just not true! Today's challenge is about **OWNING YOUR TRUTH** and getting clear on your message.

Stand on Your Story

.THERE ARE NO RIGHT OR WRONG ANSWERS

- 1) What do you believe you are called to do? (If you weren't worried what it would lead to and did not care how it could all come together, only focused on today...what would you do?)
- 2) What is the most memorable, eye-opening experience that you have faced in your life that has given you a passion like nothing else has to do something out of the ordinary?
- 3) If you weren't concerned about the feedback of others or how it would all work out, what would you attempt TODAY?
- 4) Have you seen anyone in your life, that you know personally or have observed from afar do something that you believe you would absolutely LOVE to do what they are doing or something similar?
- 5) If your passion had to become a platform of millions of people cheering you on and learning from you...what would your core message be? (This is not limited to speaking, it could be the products that you sell, the position that you hold etc.)



IF YOU DON'T KNOW

You Better Ask Somebody

Challenge Day #1

Part 2

Ask 5 people
what they think
your greatest
gifts are?

The most eye opening exercise of my college experience was not what I learned in the classroom. It was from one of the most memorable lunches that I had with a mentor who I sincerely looked up to. She told me in our first meeting to ask those closest to me what they believed I was really good at..

I hesitated at first and was kind of dissapointed because I had expected something much more profound.. (Like how to earn a million dollars in one hour)

The answers that I received that day have opened so many doors for me since that moment and I would even stretch to say that it is probably the reason that you are reading this today! It led me to embrace my love for speaking, teaching and even stepping out in front of the camera.

Step Out LIST

GET READY TO SHOUT TO THE ROOF TOPS!

If you thought that this challenge would be all about busy work and writing out your "truths" I have hopefully good news for you...IT'S NOT!

This week I want you to step so far out of the box that your stomach hurts!! I want you to feel like rolling your eyes at me and crying all at the same time before we wrap this up!

Take a moment to get quiet... For me I typically pray at this time ..I ask God to illuminate those next steps that He is calling me to take...

I want you to think of 20 (Yess 20 and don't cheat) things that would be COMPLETELY OUT OF YOUR COMFORT ZONE TO DO ...that you know could significantly help you to get wildly successful in the area that you see yourself growing.

Ex: Pitch to your favorite TV Show
Speak at an upcoming conference
Send your book to your dream publisher...

Whatever that butterfly in stomach action would be.. I want you to write 20 down BUT DON'T DO ANYTHING WITH THEMYET!



Erica Latrice