

REBRANDING AMERICA

Homework

EPIISODE 4

For a message to resonate, you must be absolutely clear who the message is for.

Look back at your values homework because that's where conviction lives. And where there is conviction, there is emotion and where there is emotion there is connection. Without conviction, there is no substance.

WE HAVE THE MESSAGE OF AMERICA *without the experience of it.*

How do you want to be known? Begin telling your story here:

Where do you spend most of your time? (your city, work, school, home, faith community, volunteering, parenting, etc)

Where do you find the vision you have for your community to be compromised in the areas you spend your time?

What are the obstacles standing in the way of the people in your world being able to experience equality, liberty and justice?

Who are you uniquely positioned to serve? This doesn't mean, who you are positioned to rescue. It means, who are you positioned to make the American Dream more possible for because of your talents and resources? Who can you liberate?

JOIN THE CONVERSATION on Instagram by tagging your work: *#rebrandingamerica*