

COWGIRL CODE EPISODE 1 BULLETS

POWER WORDS

JOHN CARLTON:

A power word is any word that carries its own emotional wallop. No one reads a good power word without having their heart beat a little faster, their mind explode with old memories, or at least some tiny part of their system taking notice.

Take the word “humiliate”. No one reads that word without having a visceral reaction to it. Everyone has suffered humiliation at some point.

So, when I say in a headline that an old golfer, “70 pounds overweight and crippled with arthritis” routinely goes out and humiliates younger, cockier PGA professionals... it creates some real drama, with a fascinating story already loaded into it.

HOMEWORK

Start your own running document of Power Words. Whenever you see a word that gives you a visceral reaction, add it to your list.

DIG

1. So with Tude gone, I needed to be Han's leader. I failed at it miserably. And I got bucked off. Which led to a serious case of PTSD around horses.

2. I was gonna be pushed outside my comfort zone again.

3. The point is, this evolution was terrifying at first. But over time, I was able to wrangle it in.

4. I learned how to face my fears and manage my energy. And I discovered how to stay calm in any tense situation which is really a valuable skill when you're around horses or in business. A calm mind gets things done.

5. These are the principles of the The Cowgirl Code.

Saddle your own horse by taking charge of your decisions

Rein in your fears (Fear keeps you alive but if it controls you, you're not really living)

Get back on if you fall (there's a silver lining to even the worst circumstances)
Recharge your cowgirl spirit (You need to be fiercely protective of your energy))
Give others a leg up (be a good person)

DRAFT

1. So with Tude gone, I needed to be Han's leader. I failed at it miserably. And I got bucked off. Which led to a serious case of PTSD around horses.

MARKETING LESSON:

Making a mistake can make you paralyzed with fear

POWER WORDS:

Paralyzed
Rattled
Stunned
Jittery
Powerless
Hand-cuffed
Hamstrung
Debilitated

DRAFTS

How to fake it till you make it to overcome paralyzing fear

How to sashay past paralyzing fear to be a titan in the business world

2. I was gonna be pushed outside my comfort zone again.

MARKETING LESSON:

We grow when we are out of our comfort zone

POWER WORDS:

Punishing
Horrific
Tormenting
Agonizing
Embarrassing

DRAFTS

How feeling awkward and uncomfortable forces you to grow
Turn your torment into your superpower

3. The point is, this evolution was terrifying at first. But over time, I was able to wrangle it in.

MARKETING LESSON:

Face your fears and do it anyway

POWER WORDS:

Boogie man
Heebie jeebies
Terror
Demons
Monsters

DRAFTS

Stare down the boogie man with this psychological trick you can use under even the most intense pressure
Shut down that nagging inner critic and kick up your heels

4. I learned how to face my fears and manage my energy. And I discovered how to stay calm in any tense situation which is really a valuable skill when you're around horses or in business. A calm mind gets things done.

MARKETING LESSON:

Make better decisions from a calm state of mind

POWER WORDS

Dalai lama-like
Serene
Coolheaded
Unflappable
Trounce
Vanquish
Destroy

DRAFTS

How to be coolheaded under any pressure cooker situation
A simple technique to stay cool as a cucumber...even if you're trembling inside

5. These are the principles of the The Cowgirl Code.

Saddle your own horse by taking charge of your decisions
Rein in your fears (Fear keeps you alive but if it controls you, you're not really living)
Get back on if you fall (there's a silver lining to even the worst circumstances)
Recharge your cowgirl spirit (You need to be fiercely protective of your energy)
Give others a leg up (be a good person)

MARKETING LESSON:

Be resilient

POWER WORDS

Tenacity

Grit

Toughness

Strong-mindedness

Creeds

Credo

Maxims

Tenets

Undisputable Rules

DRAFTS

5 undisputable rules to becoming a force of resilience

5 ways to be a person of "True Grit"

DEVELOP

1

ORIGINAL

How to fake it till you make it to overcome paralyzing fear

How to sashay past paralyzing fear to be a titan in the business world

DEVELOPED

Laugh at the demons who try to hamstring you when you activate this secret sauce

2

ORIGINAL

How feeling awkward and uncomfortable forces you to grow

Turn your torment into your superpower

DEVELOPED

Twist your torment into your unstoppable superpower

3

ORIGINAL

Stare down the boogie man with this psychological trick you can use under even the most intense pressure

Shut down that nagging inner critic and kick up your heels

DEVELOPED

Shut down the boogie man whispering BS in your ear with this psychological trick

4

ORIGINAL

How to be coolheaded under any pressure cooker situation

A simple technique to stay cool as a cucumber...even if you're trembling inside

DEVELOPED

Put your "dalai-lama" mindset on speed dial to trounce self-doubt

5

ORIGINAL

5 undisputable rules to becoming a force of resilience

5 ways to be a person of "True Grit"

DEVELOPED

The 5 part credo every cowpoke must live by

The 5 undisputable maxims that will ignite your resiliency