

Calling All Messengers

Are You Ready to Clarify your Message & Reach Your Tribe?

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Introduction

Preparing Messengers to Reach their Tribe

I am so excited you're here. If you are finding this resource in your hands, then someone has identified you as a Messenger-in-the-making, and they want you to begin the journey of clarifying who you are and **more so** who you are as a Messenger. The goal of this resource guide is to introduce you to **The Messenger Experience** so you can gain clarity on what's needed for you to begin reaching your tribe.

My mission:

By the time you finish this guide you will know:

- *A little bit about me, the Messenger Midwife*
- *What The Messenger Experience is and who it's for*
- *The Messenger's Work & The 7 Questions every Messenger must answer if they are to effectively reach their tribe*
- *Next steps if you believe you are ready for The Messenger Experience*

Are you ready? **Let's get started...**



Part One

What Is The Messenger Experience and Who Is It for?

What's The Messenger Experience?

The Messenger Experience™ is expressly designed to help transformational leaders *identify, clarify, and refine* their God-given message so they can begin reaching their tribe.

The Messenger Experience is an intense journey. It has been likened to childbirth. There is pain but it is worth going (*and growing*) through when we anticipate what it is being birthed from the process. This strategically mapped out journey serves to **encourage and equip Messengers** as they prepare to birth the message God has placed in them.

During this encounter, Messengers are provided with a plethora of clarifying resources and tools to establish a solid foundation for crafting their message and reaching their tribe.



Who Is The Messenger Experience For?



The Messenger Experience (TME) is designed for you if:

- *You are haunted by vision*
- *You are a transformational leader with a wealth of knowledge and life experiences to share.*
- *You are ready to let your life speak, but feel overwhelmed about how to get clear and mobilized to do the work.*
- *You sense the mandate is huge, but doing nothing is not an option.*
- *You know your message is needed and can have a transformative impact on others.*
- *You understand you were created for a purpose and believe it should be taken seriously.*
- *You look around and are concerned about the number of people living without the clarity (or know-how) you know they need.*
- *You have a growing awareness of what **could be** and **should be**.*
- *You believe you were meant to make a difference and you are ready to make one.*
- *You sense now is the time.*

If you've found yourself saying to yourself (in some variation):

"I'm tired of just going through the motions, I know that God has given me something to share and I want to share it. People need what only I have to offer. I know my life was meant to make an impact. I've got all of this information, education, and life experience...I want to put it all together and share it with others somehow. I feel a sense of call and urgency to get this out. Every time I see this challenge I want to address it/help it/speak life to it..."

What am I really trying to say and accomplish? How am I going get all this together? Where do I start? What processes do I need in place? Who am I really trying to reach? How do I place value on my services?"

Well, TME addresses these questions and then some.

The Messenger Experience is a step-by-step process that will allow you to **identify, clarify, and refine your God-given message.**

You will be given a myriad of clarifying exercises that will equip you to answer the **7 Guiding Messenger Questions.** You will be prepared you to reach your tribe.

Your life is absolutely meant to make a difference, it's time to see how.



Part Two

The Messenger's Work

The Messenger's Pre-Work

The Messenger's Work is broken down into two parts: The Messenger's Pre-work and The Messenger's Work. Let's talk about The Messenger's Pre-Work.

The Messenger's Pre-work

The Messenger's Pre-Work (**'I AM' Work**) is designed to help you clarify: **how you are wired, what you value, your mission, vision, your spiritual gifts** and how all of these pieces have shaped you.

If you are going to effectively reach your tribe you must not only know your message and your ideal tribe members, **you must know who you are**. We would be remiss if we just prepared you to reach your tribe and honor who they are and what they need without giving deep consideration to who God has created you to be as His Messenger. So that's why you're being asked to **delve into this 'I AM' work** as a prerequisite to The Messenger Experience Intensive *and/or* The Messenger Experience Academy.

We know you will gain immeasurable clarity and be more suited and prepared for the intense Messenger's journey.

The pre-work is broken into key topic areas: Personality Work, Core Values Work, Spiritual Gifts Work, Mission and Vision Work, and 'I AM' Declaration work.

Visit themessengerexperience.com to learn more about the process.

The Messenger's Work

The Messenger's Work is designed to equip you to answer the 7 Guiding Questions that will be shared in Part 3 of this ebook.

The Messenger's Work

The Messenger's Work builds on what was discovered in the pre-work phase.

You will be taken through a **12 week intensive** that will allow you to answer the 7 Guiding Questions every Messenger must answer if they are to effectively reach their tribe.

The 12 week intensive provides training on the following subject matter:

Trimester #1: Know Your Tribe

Meeting #1: *Ideal Tribe Member Profile (A laser focused description of who you are called to serve)*

Meeting #2: *Transformational Model (The processes or frameworks that you will be taking your tribe members through (expose them to) so they can experience the desired transformation)*

Meeting #3: *Tribal & Team Core Values (The guiding values that your tribe members need to live into, if they are to experience the transformation you believe God has for them along with the values your team members need to exemplify to move the vision forward)*

Meeting #4: Tribal Declaration (A summative document clarifying who you are and what your organization is about, as well as, what it will continue to stand for)

Trimester #2: Know Your Presence

Meeting #5: Messenger Bio (& Introduction) (A powerful and clear representation of who you are and what tribe members can expect to experience when they work with you.)

Meeting #6: Online Presence (Website, Branding) (How your tribe will find you, discover who you are and what transformation you offer online.)

Meeting #7: Unique Value Proposition (Explains how you and your ministry and/or organization distinctly solves your tribes problem and what makes you different from other organizations that are serving a similar tribe.)

Meeting #8: Social (Media) Presence (A dynamic way for you to create ongoing touch points to interact with potential tribe members while also allowing them to interact with you.)

Trimester #3: Know Your Marketplace

Meeting #9: Business Set-Up/Elements of a Business Plan (Feasibility Study) (The legal and administrative requirements necessary to establish an active and valid business or organization)

Meeting #10: Messenger Offerings (Revenue Streams) (The collection of services, products and resources you will be offering your tribe (and/or are exposing them to) to facilitate their transformation)

Meeting #11: *Activation Development (How you will tell people about your product/service/ministry, get them interested and test its viability)*

Meeting #12: *Share Messenger Activation Plan (Presentation of the completed work of the 12 week Intensive)*



Part Three

The 7 Guiding Messenger Questions

The 7 Guiding Messenger Questions

The **7 Guiding Messenger Questions** provide a framework to address all of the key pieces a **prepared Messenger** would need to have clarity around, if they are to be equipped to reach their tribe.

Messengers who have been **true to the process** have gained tremendous clarity surrounding:

- *the message God has given them*
- *their personal story that has led them to the message they are passionate about sharing*
- *who they are as a Messenger*
- *who they are called to*
- *the transformative steps they want to take their tribe members through*
- *and how best to get their message out*

Let's explore the 7 Guiding Questions...

1. The Message-giver

1. The Message-Giver: What burning topic(s)/theme(s) has our Father placed on your heart?

Why this question? *If Abba gave you these topics/subject areas, He is completely committed to them going forth. When you know it's from Him confidence follows, and you can continue to commit and re-commit to sharing His message even when it gets challenging.*

Reflection: What's your burning topic (s)?

2. The Mess/Mandate

2. The Mess/Mandate: What have you come out of and/or experienced that has birthed your desire to share your message with others?

***Why this question?** Our life story, and what we have been through directly impacts our message (His message through us). Rarely, if ever, are we charged to carry a message that we don't have personal experience with. When we know the anatomy of our story, and how Abba was in the details as He brought us out, we are more empathetic and prepared to share this transformational journey with others.*

Reflection: What have you experienced that now makes you want to reach others?

3. The Message

3. The Message: What do you want your tribe to *know, understand, have access to, apply to their lives...*?

Why this question? *It is important to begin clarifying the journey (or process) you will be taking your tribe through. This should be a process that has been lived through and prayed through so you can become a true guide to those whom God has charged you to share the message with. When you know what you want them to understand, you will be more intentional and methodical about the processes you are taking them through. God is serious about His people, and we should be as well.*

Reflection: What key insights do you want your tribe to have?

4. The Messenger

4. The Messenger: What are your strengths, spiritual gifts, values, personality/attributes, loves, likes? *(As far as processes go: Are you an intensive encounters person (short term), journeyman (long term) person, or both?)*

Why this question? *God could have called anyone to carry this message, but he chose you...strengths, quirks and all. He is not asking you to be anyone other than who He has called you to be. It is important to 'know thyself' so your tribe can experience the authentic you and how the Father reaches out through you. He knew your style and flavor would be the right combination for your tribe to receive, so embrace who He's made you and give it away.*

Reflection: How would you describe yourself?

5. The Messenger's Tribe

5. The Messenger's Tribe: Who are your people? What are they struggling with? What are they needing on their journey? What do you have to offer them tangibly and/or intangibly?

Why this question? *It's great that you have embraced your uniqueness, now it's time to understand who your tribe is, so the journey can truly be shared. You were drawn to these folks for a reason, so take the time to really get to know who they are and what they need. Though you are the entrusted Messenger that means little if there is no tribe to receive all the wisdom you have to share. It is important that you truly see them. It's much harder to be remiss or indifferent when you have seen their faces and have heard their heart's cry. Prepare your best for them. The trajectory of their lives depend on it.*

Reflection: Who do you feel called to?

6. The Messenger's Maps & Processes

6. The Messenger's Maps/Processes: *(Think Framework)* What do you see as your tribe member's *beginning, intermediate and ending* steps with you?

Why this question? *There is nothing more frustrating than knowing you want to go somewhere but are clueless as to where to start much less end. Pray and ask Abba 'Where do these folks start and end with me?'*

You want to have formal or informal readiness assessments to know if they are ready to begin the journey with you and you also need clarity about when their time with you has concluded. We want them to keep moving forward and not be attached to the Messenger but the Message-giver. Learn and know where their journey begins and ends with you. Also know who your fellow Messengers are so you can support their continued growth.

Reflection: What do you want to awaken (and bring awareness to) in your tribe?

7. The Mediums & Methods

7. The Mediums & Methods: Based on who you are, and who your tribe is... what mediums would be ideal for communicating your message?

***Why this question?** There are a thousand and one things you can be doing and creating but the real question is what should YOU be creating and doing? Truly think through who you are (and how you're wired) and who your tribe is and DO and CREATE resources and experiences for them based on that knowing. You will be energized and your tribe will benefit from this congruence.*

(Examples: Online Course, Workshops/Seminars, Retreats, Books, Podcasts...)

Reflection: How do you envision getting your message out? (Keep in mind who you are.)

Part Four

The Messenger Team, Testimonials & What's Next?

Meet the Team

Preparing Messengers to Reach their Tribe!



Terikka Faciane, M.Ed., *founder of The Messenger Experience*, has been uniquely commissioned as a midwife to Messengers. She is passionately committed to helping women messengers clarify, refine, and birth their God-given message so they can effectively reach their tribe.

Her aim is to ensure excellence and preparedness in guiding each transformational leader towards the fulfillment of sharing their life's message.

To guide messengers on this clarifying journey, Terikka has tirelessly honed and refined the identity, vision, and messaging awareness processes for over 2 decades now, and continues to do so.

Regardless of the hustle-and-bustle of the surroundings in which you may chance upon her, whether it be at one of her high-octane destiny awareness workshops or just an enthusiastic introduction made by one of her satisfied tribe members; you will hear Terikka pose the question, **“So, what are you passionate about?”** – And once engaged in conversation, you will leave with the impression that “It’s Time” for your life to take on a dramatically different tone. You will know your life was meant to speak and there is someone waiting and needing to hear what only your life has to say.

Upon initial interaction with Terikka, one cannot help but feel justified in the conviction that **“there is more to my existence than this.”** Terikka has been sent to show you who you are and the Messenger you were meant to become.

Armed with an infectious enthusiasm, a life-affirming message of her own, her flexible coaching (midwifing) style adapts to the evolution of her tribe member's needs. With an arsenal of clarifying tools, resources, and interactive exercises that act as illuminating signposts; Terikka is fully equipped to get you moving—and keep you moving—on your unique path to becoming the Messenger God has called you to be.

Think of her presentations, guided resources, books, mastermind alliances, and workshops as a ‘reunion-esque’ introduction she’s strategically facilitating between you, your truest self, and the tribe you have been called to reach; where one can almost envision Terikka saying, in soul-relieving assurance, **“Welcome, we’ve been waiting for you...It’s Time!”**

find your
tribe.
love them
hard.



Lakesha Gates, Founder of The Dynamic Collective & Co-Facilitator of The Messenger Experience

I am a graduate of The Messenger Experience, Certified Small Business Consultant and Life Coach. I passionately desire to embolden you to contribute your life's work to the world. I hold my tribe accountable to the vision that God has placed within them and encourage life and business transformation with a common sense, no-nonsense, "tell it like it is" approach.

You can expect me to provide strategy, support and resources to help you overcome the barriers to confidently pursue your purpose, increase your income and start living the life you've always dreamed of.



What Messengers Are Saying...

Lakesha Gates, Messenger of Change



I can confidently introduce myself and the work I do because of TME. My name is Lakesha Gates, coach and founder of [The DYNAMIC Collective](#). I am a Messenger of Change and I embolden leaders to move their visions forward in faith. The clarity in being able to concisely convey that message has been a tremendous life changer.

TME helps you clarify and refine your God given message. You know the message you just can't seem to shake, no matter how hard you try? Yeah, that one! You'll go through some highs, lows, joy and pain, laughter and tears, but it is all worth it.

TME creates a safe environment that you can be your authentic self and gain and share insight and wisdom to move forward in your life. Since completion of the TME Cohort 2015 I have published a book, journal, website, set up an in home studio to record weekly videos (Conversations with Kesha) shared via Facebook Live and other social media outlets.

I would not have been able to do any of these things without the shaping and refining processes and the help of Terikka and the other women who journeyed alongside me. I am forever grateful. Don't forget to Do Something DYNAMIC today: Join the village because your tribe is waiting!

Renee Rivera, Messenger of Pressing Into Christ



When you attempt to press into Christ to hone in what your mission is, the world and enemy will try to distract you. Thankfully Terikka Faciane created thought provoking questions and assignments in the ten-month Messenger Mastermind Alliance journey that helps keep you focused. MMA came at a perfect time in my life.

I knew I was set aside as unique and would express my passions very different from others. I struggled to identify the simplest form of my identity.

Alongside other women in this journey, our deeper call was unveiled with clarity through the TME process. Had I not done the sessions and asked Christ how he wanted me to answer each question, I believe today I would not know the clarity of my call of being a Messenger of Pressing into Christ. I would be discouraged of my effectiveness and I would still be carrying guilt thinking my message had to be spent in time with everyone. My guilt is gone. The boundaries are firmer and my clarity is sharp, knowing how to invest my time in my call. Now I am able to pass this on to others and recognize who wants it and is ready to hear it.

This is a resource that helps hone your skills and identity. This is a journey I suggest every maturing Christian take and set aside time to ask Jesus what He has to say about it.

At the end of our time together, I had made so much progress, with more progress to continue to make, but feeling I have a clear idea of next steps to take. I know that I wouldn't have been able to see my dreams and vision materialize without the shaping, streamlining, cultivating, and re-routing efforts of MMA and Terikka, specifically. There are so many steps involved in being able to launch a ministry/business and I wasn't aware of the requirements or recommended tasks, so MMA helped bring clarity to the enormity of the process.

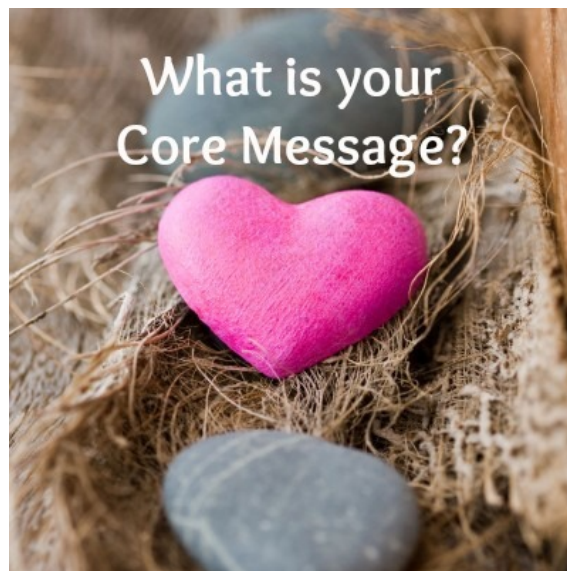
This class gave me new friends with character and calling to be surrounded by. I was humbled to be in the midst of such dynamic world changers and to be called one of them.

I am grateful for Terikka's energy, thoroughness, encouragement but most of all for following her call to birth others into focused messengers on a mission. She is a great catalyst.

I have seen fellow messengers clarify their call and hone in on their audience they are called to reach. I've seen a fire lit in them that thrives, is blossoming and that is contagious. I've seen websites made, names and tag lines created, businesses begun or made more streamlined. I've witnessed even more powerful public communication and equipping of others through our seminars, conferences, blogs, newsletters, radio shows, books and more of these messenger women I learned and grew alongside.

Terikka has a gift of helping spur others' unique callings and has brought clarity, confidence, power and value to each of us messengers. Thank you!

Now it's your turn. Are you ready to clarify your message and begin reaching your tribe? I'm telling you now, you will not want to take this journey alone.



Learn more about It's Time...



TERIKKA FACIANE, M.ED.

“ *Helping You Clarify Who You Are & Why You Are* ”



THE 'I AM' PROJECT

For Youth, Parents, and Educators



What's Next?

So you have learned about ***The Messenger Experience*** and you are wondering what now?

Well, if you can absolutely say you are haunted by your vision (in a God way) and you are ready to do the work, we need to connect.

The Messenger Team is ready to help you clarify and birth your message so you can begin reaching your tribe.

They're waiting for you!

It's Time! (Click Here)