

Shelly Davies

writing joy & badassery





What changed?

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know your worth

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pause.

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**the goal can't be
rainbow farting unicorns**

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**what do I want to
achieve?**

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what's realistic?

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what's acceptable?

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**how do you want
them to feel?**

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**how do YOU want
to feel?**

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BLUF

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1. Greet

Hey Shelly

2. Connect

Great to see you yesterday!

3. BLUF

Can you help me with this project?

4. Structure

[headings + bullets]

5. Sign off

Talk soon



1. Greet

Hi Mike

2. Connect

Not the best news, I'm afraid.

3. BLUF

**We had 3 serious incidents
reported last month.**

4. Structure

[headings + bullets]

5. Sign off

Thanks for that, Shelly

**What about those
headings and bullets?**



- **Answer your reader's questions**
- **Use words you'd speak**
- **One idea per bullet point**



Kia ora Tania

I appreciate your commitment to your budget!

The short answer is no, sorry.

Why I'm firm on my pricing

- I stand by the value your people are getting
- If, after training you're not happy, I'll refund your fee, no problem

Let's confirm pricing now for 2024

- Full day \$3 billion
- Half day \$2 billion

Thanks again for the work - see you on Thursday!



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