

GENIUS EMAIL CAMPAIGN

INSTRUCTIONS

Step 1 Create an email list of 30-50 people including friends, colleagues (past and present), family, and other community members who know you.

Step 2 Cut and paste the content below into the email you send out. Feel free to change any words that don't feel like your authentic voice.

Step 3 Push the send button to your email list. (This step may make you sweaty).

Step 4 Gather all of the results by question. Take all of the answers for the first question and put them together in a list, then the second, and so forth.

Step 5 Email your coach the results to discuss or put in a presentation to share with others.

EMAIL CONTENTS

Dear Community,

I am working with a leadership coach to discover my unique zone of genius. I am asking for your support by briefly answering a few questions to reflect back to me what you see. I want to gather feedback by _____, so if you are willing to offer your input, I appreciate that you respond by then.

Briefly answer the following questions:

- What am I doing or talking about when you experience me most energized and happy?
- When you experience me at my best, the exact thing I am doing is _____. (Fill in the blank).
- What do you see as a special skill I am gifted with?
- What are your three favorite qualities you see in me? (Do your best to use one word per quality).

OPTIONAL QUESTIONS TO INCLUDE

What reliably shows up in the room when I do?

How have I most contributed to your life?

What would you miss most about my presence if I passed on?