



# UNMUTE YOUR POWER

**7 CLARIFYING QUESTIONS**  
that Reveal Your Voice, Positioning,  
and Brand That Sells

INTRODUCTION

# Welcome to Unmute Your Power

You're ready to claim the message only you can say—and finally be seen as the unmistakable choice.

You've outgrown vague content strategies and surface-level clarity.

You're not here to blend in—you're here to lead with a voice that makes your audience feel, without question: "She's the one."

But when you've spent years watering yourself down to be more relatable, likable, or strategic...

When you've been muting the parts of your message that actually sell—the truth, the power, the edge you've been taught to tone down to sound "marketable"...

It can be hard to hear the message that's actually yours.

That's what these 7 questions are for.

They're not about finding the perfect brand language.

They're about unmuting the power, presence, and positioning that's already living inside you—so you can stop overexplaining and start being felt.



JILL HOPE

The questions on the next page are designed to help you start unmuting your voice—so that your brand stops blending in and starts calling in the clients who are already looking for you.

If you've been feeling like your content is polished but still not converting the way it should...

If you know your work is powerful, but your message still isn't landing with premium clients...

These 7 questions are your next move.

You don't need more visibility.  
You need to be heard as you actually are.

# The 7 Clarifying Questions

Below are the 7 Clarifying Questions that that reveal your unmistakable voice, positioning, and brand that sells.

Answer these questions from your truth—not from your current brand voice, positioning persona, or what the marketing expert told you.

Let the questions pull out the words, beliefs, and frequency that your business has been trying to speak all along.

Let what comes up surprise you.

Your power lives in what you haven't been saying.

**Find a comfortable space, grab your favorite drink and let's get started!**

## **1. What is the deepest truth you teach that no one else dares to say?**

→ The one that feels edgy, maybe even a little dangerous—but when your clients hear it, they finally exhale.

## **2. What frustrates you most about the coaching industry right now?**

→ What are people getting completely wrong? This is where your sacred disruption lives.

## **3. What's a common "solution" your ideal clients try before you—that completely misses the mark?**

→ This helps distinguish your approach from the noise and clarifies what only you do differently.

# The 7 Clarifying Questions - Continued

## **4. What are you no longer willing to water down to be more palatable?**

→ This is the energetic edge your content needs to carry if you want to attract premium clients.

## **5. If your legacy could be summed up in one movement-level belief shift, what would it be?**

→ Think: “You don’t need to heal more to be worthy of wealth” or “Sales isn’t about persuasion—it’s about power.”

## **6. Which concept or tool in your work do clients say they’ve never heard before—but changed everything?**

→ These are likely your signature perspectives or frameworks—even if you haven’t named them yet.

## **7. What emotional transformation does your best-fit client experience that no strategy-only coach could create?**

→ This is your brand’s identity alchemy. It’s what makes you more than just a coach—it’s what makes you irreplaceable.

# Your Next Step

## Congratulations on completing the 7 questions!

Now, sit with the answers. How do you feel? What surprised you? What felt like deep, resonant truth? Where do you need to dig deeper and tune into even more clarity?

This isn't about marketing your work better.

It's about finally being heard—for what you actually believe, what you truly offer, and the energy only you carry.

Let these questions be a mirror.

They'll help you see the message that's been buried under "shoulds," and spark the clarity that starts converting the right clients—the ones who already feel you before you even speak.

## Ready to take it deeper?

If you're ready to stop guessing at what makes your message convert—and finally see the full, magnetic truth of your voice reflected back with clarity and precision...

The **Magnetic Voice Report + 1:1 Activation Session** is your next step.

I'll take your answers to these questions (and more), and create a custom, soul-aligned report that reveals your unique brand voice, core positioning, and magnetic message—the one that calls in premium clients who are ready to say yes before you even pitch.

Then we'll meet 1:1 to activate it—so you know exactly how to embody it in your content, your offers, and your visibility.

This is not a branding exercise. It's an identity shift.



[Book Your Magnetic  
Voice Report +  
Activation Session Now](#)


Let's make your voice unmistakable.

# Your True Voice Needs to Be Heard...

I hope this guide has been a powerful first step toward helping you see the parts of your message you've been silencing—and where you can be more authentic and clear in your messaging.

I'm passionate about helping women like you to own your full value, stand in your power, and speak from the magnetic soul of your brand—so your messaging attracts ideal clients on repeat, your business feels like freedom, and you become the sought-after leader you were always meant to be.

Love,



## About Jill Hope

After leaving a 22-year corporate career to pursue my passion for coaching, I thought success would come easily.

Instead, I found myself stuck in the trap of trying to follow everyone else's path—overgiving, undercharging, and feeling like I had to prove my worth to succeed.

It wasn't until I stopped outsourcing my power and started trusting my own value that everything changed.

I began attracting soulmate clients, selling high-ticket programs, and building a spacious, freedom-filled business that actually felt like me—one that allowed me to make a bigger impact AND be fully present for my life.

Now, I help other women coaches do the same: Own their worth, raise their rates, and build wildly aligned businesses that pay them richly—without the hustle.