

FULL CHAIR

CLAIM YOUR CHAIR

THE PROGRAM WORKBOOK

8 weeks. 4 modules. Two templates a week.

Founding Cohort

Claim Your Chair

PROGRAM WORKBOOK — WEEK-BY-WEEK OVERVIEW

- 1** FOUNDATION
Name your claim
- 2** FOUNDATION
Test your claim
- 3** VOICE
Writing and speaking style
- 4** VOICE
Claiming authority
- 5** REACH
Choosing your platform
- 6** REACH
Content rhythm
- 7** VALUE
From visible to an offer
- 8** VALUE
Going live

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WEEK 1

NAME YOUR CLAIM

From 'I do a bit of everything' to one sharp claim.

WHY THIS WEEK MATTERS:

1

Vague versatility is invisible.

People can't recommend what they can't summarize. A long list of things you can do stays in everyone's head as 'does a bit of everything' — and that never gets passed on.

2

A claim is a filter, not a limitation.

One sharp claim attracts the right people and lets the rest go with a clear conscience. It feels narrower, but it works wider than ten half-messages.

3

You're not inventing anything here — you're acknowledging it.

The expertise is already there, often for years. This week isn't about building a new identity, it's about saying out loud what people already notice about you.

4

Everything after this builds on this one sentence.

Your voice (module 2), your platform (module 3), and your offer (module 4) all get tested against the claim you lock in this week. The sharper it is now, the less to second-guess later.

TEMPLATE 1 — THE CLAIM BUILDER

Fill in the sentence three ways. Read them out loud — which one sounds the least like a job posting?

Version 1: “I help ___ with ___ so they can ___.”

Version 2: “I help ___ with ___ so they can ___.”

Version 3: “I help ___ with ___ so they can ___.”

Which version do you choose, and why?

TEMPLATE 2 — THE VAGUENESS CHECK

Weigh your three versions against each other. Score each version yes/no.

Criterion	Version 1	Version 2	Version 3
Specific enough to remember?			
Sayable in one breath?			
Unique to you, not to your field?			
Could a stranger repeat it?			

2

WEEK 2

TEST YOUR CLAIM

Confront the claim with real reactions before it goes live.

WHY THIS WEEK MATTERS:

1

A claim only survives once it meets reality.

What sounds sharp in your own head can land vague or confusing with someone else. You only find that out by saying it out loud.

2

Three reactions are enough to see a pattern.

You don't need to run a survey. Three honest reactions already show whether your claim lands or whether one word throws it off.

3

You're not asking for approval, you're asking for understanding.

The goal isn't 'do people like this', it's 'do people immediately get it'. That's a different question, and you ask it on purpose.

4

Revising isn't failing — it's the process.

Almost no one has the perfect claim in version one. The sharpening after this week is where the real claim gets made.

TEMPLATE 1 — TEST PANEL TRACKER

Ask three people this week: “If I said this, what would you think I do?” Note their answer in their own words.

Tester name	Reaction in their words	Did it land?
Tester 1		
Tester 2		
Tester 3		

TEMPLATE 2 — REVISION SHEET

Rewrite your claim based on what you heard.

Original claim (from week 1)

What kept landing wrong or unclear?

Revised, tested claim

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WEEK 3

WRITING AND SPEAKING STYLE

Find a tone that's authentic, not borrowed.

WHY THIS WEEK MATTERS:

1

A borrowed tone always shows through.

Copying someone else's style feels safe at first, but falls apart after a few sentences — readers feel the difference between imitation and an actual voice.

2

Tone is a choice, not an accident.

Most people write however it happens to come out. This week turns it into a deliberate decision, so every piece of content sounds like the same person.

3

Three tones reveal what 'you' actually is.

Writing the same message three different ways makes it visible which version took the least effort — and that's usually the real one.

4

Your voice carries your claim, not the other way around.

A strong claim in the wrong tone doesn't land. This week makes sure what you locked in during weeks 1–2 actually sounds like you.

TEMPLATE 1 — THREE-TONE EXERCISE

Write the same message (for example your claim) three times, in a different tone each time.

Direct — no detours

Warm — personal, inviting

Dry — matter-of-fact, understated

Which version felt the least like work to write?

TEMPLATE 2 — STYLE GUIDE CARD

Lock in three rules for how you do and don't sound.

Do — this is me	Don't — this isn't me
Rule 1	
Rule 2	
Rule 3	

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WEEK 4

CLAIMING AUTHORITY

The difference between proving and simply stating.

WHY THIS WEEK MATTERS:

1

Over-qualifying undermines trust.

"I'm not an expert, but..." tells your audience to take your words with a grain of salt before you've said anything.

2

Being stated is not the same as being arrogant.

Claiming authority means saying what's true, without exaggeration. That's a matter of tone, not content.

3

Your audience calibrates their trust off your language.

How you talk about your own knowledge teaches people how much to trust it. Hedging trains them to doubt you.

4

This is the most uncomfortable step — and the most important.

Most women in this program find this week the hardest. That discomfort is the signal something is actually changing, not that something is going wrong.

TEMPLATE 1 — THE HEDGE HUNT

Search a text you wrote before (bio, post, email) for hedge words and rewrite them as plain statements.

Hedging sentence	Rewritten, stated version
Example 1	
Example 2	
Example 3	

TEMPLATE 2 — BIO REWRITE

Rewrite your full introduction text, with no qualifiers.

Current bio/introduction

Rewritten version — stated, no hedge words

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WEEK 5

CHOOSING YOUR PLATFORM

One platform, chosen on where your audience already is.

WHY THIS WEEK MATTERS:

1

Being everywhere means being seen nowhere.

Starting on five platforms at once spreads your energy so thin that nowhere gets momentum. Doing one platform well beats doing five half-heartedly.

2

The platform should match your audience, not the hype.

The question isn't 'what's popular right now', it's 'where is the woman I want to reach already spending time'.

3

The platform should also match you.

Prefer writing over talking? A video-first platform isn't a good match, no matter its reach.

4

The wrong platform choice costs more than time.

Spending weeks on a channel that doesn't fit you leads to discouragement that has nothing to do with your claim — only with the wrong outfit.

TEMPLATE 1 — PLATFORM SCORECARD

Score your two or three considered platforms on each criterion, 1–5.

Platform	Audience reach	Your comfort	Format fit
Option 1			
Option 2			
Option 3			

TEMPLATE 2 — PROFILE CHECKLIST

Check off once your chosen platform profile is ready.

- ☐ Profile photo posted — professional, recognizable
- ☐ Bio includes the revised claim from week 2
- ☐ Link to your next offer or workbook added
- ☐ One pinned/featured post that sums up your claim
- ☐ Profile reviewed by at least one tester from week 2

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WEEK 6

CONTENT RHYTHM

A rhythm you can actually sustain for 90 days.

WHY THIS WEEK MATTERS:

1

A sustainable rhythm beats an impressive burst.

Posting daily for two weeks and then stopping doesn't build an audience. Three consistent posts a week, for 90 days, does.

2

Content categories prevent random posting.

Without structure you fall back on 'whatever comes to mind'. Categories tied to your claim make sure every post contributes.

3

Planning breaks the perfectionism barrier.

Coming up with twelve ideas in advance is easier than searching for inspiration every day — and keeps you from stopping the moment it gets hard.

4

This rhythm is the bridge to module 4.

The audience you build here is who you'll make your first offer to in module 4. No rhythm, no audience; no audience, no offer.

TEMPLATE 1 — CONTENT CATEGORIES CARD

Name three categories that connect directly to your claim.

Category 1 + two example topics

Category 2 + two example topics

Category 3 + two example topics

TEMPLATE 2 — 90-DAY CALENDAR (FIRST 4 WEEKS)

Fill in at least 12 content ideas, spread across the first four weeks.

Week	Idea 1	Idea 2	Idea 3
Week 1			
Week 2			
Week 3			
Week 4			

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WEEK 7

FROM VISIBLE TO AN OFFER

The step from being seen to having something to offer.

WHY THIS WEEK MATTERS:

1

Visibility without an offer is a dead end.

An audience you never ask to buy anything stays just an audience. At some point visibility has to produce something — for them, and for you.

2

The smallest true offer beats the biggest imagined one.

An over-built first offer takes too long to make and feels too risky to launch. Small and real beats big and hypothetical.

3

The offer should connect to where your audience already is.

An offer that has nothing to do with the last few weeks of content feels random. Build on what you've already shown.

4

This is where 'authority' becomes concrete.

A claim, a voice, and an audience are groundwork. An offer is the first real proof that it leads somewhere.

TEMPLATE 1 — OFFER SKETCH

Sketch your first offer in four parts.

What are you offering?

Who is it for — specifically?

What promise does it make?

Why are you the right person to offer this?

TEMPLATE 2 — OFFER STRESS TEST

Run through these questions before moving on to week 8.

- ☐ Can I actually deliver this within a week?
- ☐ Would I buy this myself, in my audience's shoes?
- ☐ Is the promise specific enough to explain in one sentence?
- ☐ Does this connect to the content I've shared these past weeks?
- ☐ Is the price (or free status) clear, not a guessing game for the buyer?

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WEEK 8

GOING LIVE

Announce it. Not prepare it — announce it.

WHY THIS WEEK MATTERS:

1

Preparing isn't the same as doing.

An offer that's ready but never announced doesn't exist for your audience. This week is the difference between almost ready and actually live.

2

The discomfort is the signal, not the problem.

Asking for something feels different from giving something. That uncomfortable feeling is exactly why most people skip this step — and exactly why you're taking it now.

3

A public announcement creates its own pressure.

Once it's live, there's no more 'just waiting until it's perfect'. That's uncomfortable, and that's the point.

4

This is where the chair actually gets claimed.

Everything since week 1 has built toward this moment. Going live is when 'I could offer something' turns into 'I offered something'.

TEMPLATE 1 — ANNOUNCEMENT WRITER

Build your announcement in four parts, in the style from your week 3–4 style guide.

Hook — first line that grabs attention

Problem — what does this solve?

Offer — what exactly are you offering?

Call to action — what should someone do now?

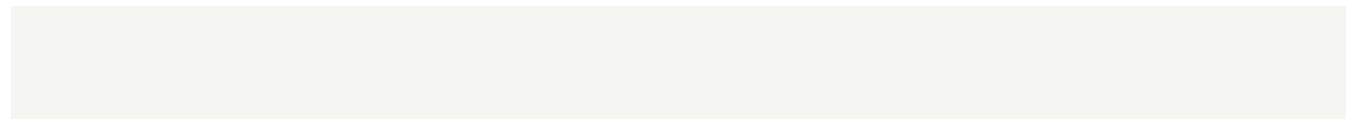
TEMPLATE 2 — GO-LIVE CHECKLIST

Check off before you hit 'post'.

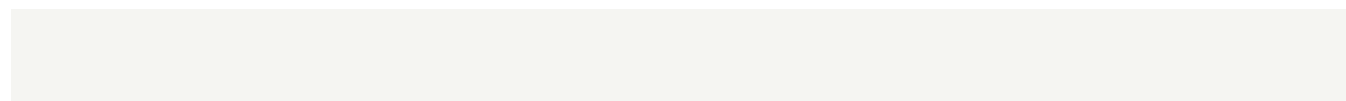
- ☐ Date and time to post locked in
- ☐ Announcement reviewed by at least one other program member
- ☐ Platform profile (week 5) updated with the offer
- ☐ First-response plan ready: how will you respond to the first 'yes'?
- ☐ Announcement posted — not scheduled for 'tomorrow'

EIGHT WEEKS IN

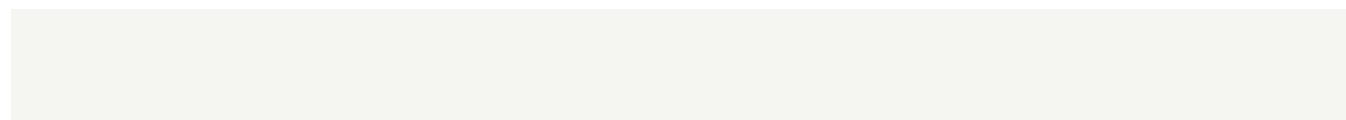
MY CLAIM (WEEK 1–2)



MY PLATFORM (WEEK 5)



MY FIRST OFFER (WEEK 7–8)



YOUR CHAIR IS CLAIMED.

The Chair Circle keeps the momentum going after week 8.

www.fullchair.online