



# PART 2 OF THE 5 LAWS OF LOVE- LED™ PROMOTION

Laws 4 and 5: Turn  
Promotions into Purpose +  
Steward the Yes

*“Everyone else is promoting products. We’re promoting peace.”*

LOVE SERVE GROW | November Monthly Mission

# Introduction

## FROM PROMOTION TO PARTNERSHIP

Every “yes” is sacred. Last month, you learned how to prepare for promotions without pressure by leading through belief, serving before selling, and protecting your peace when the world sped up.

This month, we take the next step. You will learn how to lead through promotions with purpose and serve after promotions with presence.

Because LOVE-LED™ Leadership does not end when the post goes live or when the order is placed. It continues in how you tell stories, hold belief, and steward the people who trusted you enough to say yes.

*“This season, we do not sell products.  
We multiply belief and model transformation.”*

## Mission Overview

| Focus                                      | What You Will Learn                                                                                |
|--------------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>LAW 4:</b> Turn Promotions into Purpose | How to transform your content from selling into storytelling that multiplies belief.               |
| <b>LAW 5:</b> Steward the Yes              | How to turn every new customer into a relationship built on care, consistency, and transformation. |

# LAW 4: Turn Promotions Into Purpose

Every post is a platform for belief.

**Shift:** Selling → Storytelling

## THE BELIEF SHIFT

A Fear-Led Achiever sells what is on sale.

A LOVE-LED™ Leader tells the story behind the sale.

When you lead through purpose, you stop chasing attention and start cultivating alignment.

*“When belief leads, the promotion becomes the invitation, not the point.”*

## USING CHATGPT TO CREATE YOUR PROMOTION POST

This month we created a new ChatGPT prompt to help you write the perfect LOVE-LED™ Possibility Post. It helps you share your current promotion in a way that highlights the problem your Dream Customer is struggling with while positioning your offer as the bridge to what they want most.

The prompt walks you step-by-step through creating a post that connects empathy, story, and belief — and includes your current offer naturally in the Leadership Invitation. Use it to transform your promotions into powerful moments of purpose and belief.

# CHATGPT PROMPT: LOVE-LED™ POSSIBILITY POST (PROMOTION EDITION)

**Paste this directly into ChatGPT:**

*I want to create a LOVE-LED Possibility Post using the 4-step story arc (Empathy → Hope → Possibility → Leadership Invitation). Ask me these questions one at a time and wait for my response before moving on.*

*Step 1: Ask for the name of my product AND promotion. Include the details of the current offer, sale, bundle, or special price.*

*Step 2: Ask me to paste the full product description or key information so you understand what it is and what it does.*

*Step 3: Identify one emotionally relevant feature or benefit that connects to my Dream Customer's main struggle or desire and confirm it with me.*

*Step 4: Ask me to paste my Dream Customer Statement.*

*Step 5: Ask if I have a short personal story or customer example to illustrate transformation.*

*Step 6: Write the post in my voice using this structure:*

- Empathy: Speak directly to their struggle or longing.*
- Hope: Introduce the product or promotion as a bridge or solution.*
- Possibility: Paint what life feels like on the other side emotionally.*
- Leadership Invitation: Invite them to connect with a soft call to action that blends purpose and promotion, naturally including the offer details.*

*Make it warm, conversational, and belief-driven, not salesy. Keep paragraphs short and end with a permission-based invitation such as "Would you like to hear how this could help you too?"*

## REFLECTION & INTEGRATION

**What shifted when I led my promotion through story instead of sales language?**

---

---

**How did it feel to include my purpose in the promotion?**

---

---

**Who might need to feel belief through my next post?**

---

---

Every post you share can be an act of belief. When you tell stories instead of selling products, your promotion becomes a ministry of possibility.

## LAW 5: Steward the Yes

Every new customer is a commitment to continued care.

**Shift:** Transaction → Transformation

### THE BELIEF SHIFT

A Fear-Led Achiever celebrates the sale.

A LOVE-LED™ Leader celebrates the person.

The sale is not the finish line; it is the starting line of leadership.

*“You are not here to close sales. You are here to open stories.”*

### WHY THE CHECKLIST MATTERS

The LOVE-LED™ Customer Onboarding Checklist is more than a form. It is your rhythm for leadership after the sale. Each question exists for a reason, and each one builds belief.

When you follow the Checklist, you are not managing customers.  
You are mentoring change.

- 1. Know & Connect (Steps 1–2):** Ask “What made you say yes?” “What are you hoping this helps you with?”
- 2. Guide & Ground (Steps 3–4):** Ask “What’s gotten in your way before?” “What’s one small thing you can start with this week?”
- 3. Follow & Fortify (Steps 5–6):** Say “How’s it going so far?” “You told me this mattered. I still believe it does.”

The Checklist does not slow growth. It sustains it.

## PUTTING STEWARDSHIP INTO ACTION

Choose one customer who said yes to your promotion this month. Walk them through the LOVE-LED™ Customer Onboarding Checklist to guide them with presence and belief. This is where transformation begins, not at the sale, but in the care that follows.

## LOVE-LED™ CUSTOMER ONBOARDING CHECKLIST

Your roadmap to lead with presence, not pressure. Use this every time you welcome or re-engage a customer. Each conversation is a chance to build trust, create momentum, and coach transformation.

- 1. Know Their Point A:** Ask why they said yes. Clarify what problem or desire led them here. Reflect it back in their words.
- 2. Clarify Their Point B:** Ask what success looks like and affirm their goal.
- 3. Identify Obstacles:** Normalize resistance and help them name one main obstacle.
- 4. Build the Plan:** Co-create one small, simple step. Offer a tip, story, or resource.
- 5. Lead the Journey:** Follow up personally within 3 to 5 days. Celebrate progress.
- 6. Coach the Commitment:** When they drift, reach out and remind them why they started.

Most people do not quit because they cannot do it; they quit because they feel alone. Your presence is the difference between a stalled customer and a success story.

## DUPLICATION THROUGH BELIEF

The Checklist is how belief becomes duplication. Because every time you lead one person this way, you are modeling what LOVE-LED™ leadership looks like for your entire team.

When you practice the Checklist consistently, you are not just creating loyal customers; you are training future leaders. Encourage your team to steward one yes each week and share their Steward Win stories together.

## REFLECTION & INTEGRATION

The Checklist is how belief becomes duplication. Because every time you lead one person this way, you are modeling what LOVE-LED™ leadership looks like for your entire team.

**How did it feel to use the Checklist as a tool for presence instead of performance?**

-----

-----

**What did you notice about how your customer responded?**

-----

-----

**What is one belief you want every customer to walk away with?**

-----

-----

## CLOSING COMMISSION

LOVE-LED™ Leaders do not protect the sale. They protect the person. The Checklist is your map for transformation. When you show up with presence after the yes, you build a legacy of belief that lasts far beyond any promotion.

# Notes



# Notes