

Day 2: The Service Post

Who Am I Here For?

Your process reference from today's session

WHAT A SERVICE POST IS

A service post starts from her world, not yours. It identifies a struggle she's carrying that you genuinely understand from your own lived experience — and it meets her there. Not with advice. Not with a solution. With presence.

Service sits in the calling position of the love-led order. Every service post clarifies and strengthens calling as your direction. If truth asks “who am I?”, service asks “who am I for?”

Service is recognition, not instruction. “I see your problem and here’s how to fix it” is teaching. “I see your problem and I carry it too” is service. One transfers expertise. The other transfers presence. Only presence creates belief.

THE PROCESS

Two steps. Same architecture as the truth post. Find the seed first. Then run PACE to direct it. But the direction is reversed: truth starts inside (your experience) and directs outward (toward her). Service starts outside (her struggle) and brings you in.

STEP 1: FIND THE SERVICE SEED

The service seed starts from her world. Pick one starting point — whichever one pulls you:

- What is she carrying that nobody's naming? The one problem she's struggling with that you genuinely understand — not from training, but from having walked through it yourself.
- What problem do you see around you that nobody's talking about? The unspoken struggle women in your world are carrying. The thing everyone feels but nobody says out loud.
- What do people come to you for — outside of your business? The conversations at the kitchen table, the pickup line, the soccer game. What people already trust you with that has nothing to do with your product.

Write two or three sentences about HER struggle. Not yours. Hers. What does her world feel like right now?

Find the service seed

Start from her world, not yours. Pick the one that pulls you.

01 What is she carrying that nobody's naming?

The one problem she's struggling with that you genuinely understand — not from training, but from having walked through it yourself.

02 What problem do you see around you that nobody's talking about?

The unspoken struggle women in your world are carrying. The thing everyone feels but nobody says out loud.

03 What do people come to you for — outside of your business?

The conversations at the kitchen table, the pickup line, the soccer game. What people already trust you with that has nothing to do with your product.

Write 2–3 sentences about **her** struggle. Not yours. **Hers.**

What does her world feel like right now?

STEP 2: RUN PACE ON THE SERVICE SEED

PACE brings you into her world from your own lived experience. It doesn't find the service seed — it directs it.

P — Pause.

Check the source. Is there a pull to fix it? To offer a solution? To teach? That's the Teacher mask. Or is there weight — the feeling of: I know what this is like. I've been here. That's calling. The pull to fix is fear wearing the costume of helpfulness. The weight of shared experience is love.

A — Ask.

Picture her face. Say her name. What does she need to FEEL from you right now? Not information. Not advice. Does she need to feel seen? Understood? Less alone? Less invisible?

C — Care.

Bring yourself in. What have you lived through that connects to what she's carrying? Not as a teacher. As a fellow traveler. You're not telling her what to do. You're standing next to her saying: I've been in this exact place.

E — Express.

Write three messy sentences. Start from her struggle. Bridge through your experience of the same thing. End with presence: you're not alone. No advice. No solution. No product.

Run PACE on the service seed

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You're not telling her what to do. You're standing next to her saying: **I've been in this exact place.**

E Express

Write three messy sentences. Start from **her** struggle. Bridge through **your** experience. End with **presence**.

No advice. No solution. No product. Just: you're not alone.

*The pull to fix is fear wearing the costume of helpfulness.
The weight of shared experience is love.*

STEP 3: SHAPE AND POST

Take your directed messy sentences and shape them into a post. The structure is simple:

First sentence: her world. What she's carrying.

Middle: your experience of the same struggle.

Ending: presence. You're not alone.

Her → You → Us.

How to Start

Start from her world, not yours:

"I know so many women right now who are carrying..."

"There's something I see around me that nobody's talking about..."

"If you're in the middle of [her struggle] right now — I want you to know something."

How to End

End with presence, not advice:

"You're not invisible. I see you."

"You don't have to carry this alone."

"I just wanted you to know — someone understands."

| Post it today. Don't let the mask edit it overnight. Post it while the source is still leading.

Shape your service post

*You're writing to the woman whose struggle you carry too.
Service is recognition, not instruction. You don't have to fix it.*

THE STRUCTURE First sentence: her world. What she's carrying. Middle: your experience of the same struggle. Ending: presence. You're not alone. Her → You → Us.	BEFORE YOU FINISH Does it start from her, not me? Am I witnessing, not teaching? Is this recognition, not advice? <i>If you feel the pull to fix — come back to her face.</i>
HOW TO START "I know so many women right now who are carrying..." "There's something I see around me that nobody's talking about..." "If you're in the middle of [her struggle] right now — I want you to know something."	HOW TO END "You're not invisible. I see you." "You don't have to carry this alone." "I just wanted you to know — someone understands."

● No advice ● No product ● No lesson ● No AI

*"Watch for the Teacher mask — the urge to advise, to fix, to turn the post into a lesson.
What does she need to feel, not learn?"*

THE TRAP THAT REVERSES THE LOOP

Service has one primary trap: the Teacher mask.

The Teacher Mask Trap

Teaching looks like service from the outside. You're providing value. Sharing wisdom. Helping people. But teaching makes you the expert. Service makes you the witness.

If you feel the pull to advise, to offer tips, to give the solution, to turn the post into a lesson — that's the mask. It wants to be helpful. But the post has shifted from recognition to instruction. Come back to her face. What does she need to feel, not learn?

Service Without Product

No product mention. No link. No pitch. No business. Just: I see the problem you're carrying. Here's what I know about it from my own life. You're not alone. That's service. And it's the content that attracts the people you actually want to work with — because they're drawn to someone who sees them, not someone who sells to them.

Service Is Broader Than the Business

If your calling pulls you toward grief, faith, motherhood, marriage, health challenges that have nothing to do with your product — follow it. Service transcends the vehicle. The people you attract through service content that has nothing to do with what you sell are the people who will eventually ask about what you offer — because they trust you first.

THE AI GUARDRAIL

Same principle as the truth post: AI magnifies source. No AI for this practice. The messy version in your own voice is the one that transfers presence. The polished version never does.

Before you hit post, ask three questions:

Does it start from her? · Am I witnessing, not teaching? · Is this recognition, not advice?

If you feel the pull to fix — come back to her face.

WHAT'S HAPPENING UNDERNEATH

You experienced the direction shift today. Yesterday you started inside — your truth, your experience — and directed it toward her. Today you started outside — her struggle, her world — and brought yourself in. Both are honest. Both use PACE. But the experience of creating felt different.

Truth felt exposing. Service felt purposeful. That's because each lever sits in a different position in the love-led order. Truth strengthens love as the source — your identity. Service clarifies calling as the direction — who you're for. Both are necessary. Without truth, service becomes performance. Without service, truth becomes confession.

The LOVE-LED Content Rhythm is not a content strategy. It's a leadership restoration practice. Two levers down. One to go. Tomorrow: Possibility — what do I know is possible because I've lived it? That's where the business lives. Same process. Different lever. Different mask.