

# 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 do not resonate with you.

**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. For example, take all of the answers for the first question and put them together in a list.

**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 answer 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?*