CHRYSTAL EVANS HURST

A CHARACTER

What Do They Want?
Freedom from or victory over a recurring issue in her life.
- To know she matters
- To not miss out on her life
- A strategy for living a life she's proud of
- Encouragement
- Support
- Accountability

HAS A PROBLEM

Villain
- Herself
- Discontentment
- The lies she believes
- Self-doubt/fear
- Distractions

External
- Poor time/life management
- Held back by too many family & work responsibilities
- Overwhelmed with distractions
- Not living up to the image of who they think they should be

Internal
- Frustrated
- Insecure
- Number
- Stuck
- Defeated

Philosophical
- She should be free to be her whole self.
- She should love herself because she is a divinely inspired work of art.
- She should care for herself because she is carrying precious cargo.
- She should live her life to the full because Jesus came to give abundant life.
- She should live with transparency and authenticity because she is secure in Christ

AND MEETS A GUIDE

Empathy
CEH knows what it feels like to feel lost in the middle of her life.

Authority
CEH gives the tools she needs to get unstuck and move the needle forward in her life.

WHO GIVES THEM A PLAN

Process
Follow...
- CEH IG
- SST IG
- CEH FB
- Rescue Team FB
- TSC YouTube
- CEH podcast
- CEH Twitter
- CEH email list

Attend a CEH event
Buy She's Still There (or other book)
Submit your SST story & read/listen/watch the stories of others.

Agreement
- CEH helps her put truth to action and guides her with empathy and practicality.
- CEH offers palatable instant access to God's Truth and practical application to fellowship with others.
- CEH helps her take hold of the truth and come up with a plan to get unstuck.

AND CALLS THEM TO ACTION

Direct
Buy She's Still There (now)
Join the Sister Circle membership (future)

Transitional
Monthly freemium
Subscribe to podcast & YouTube

THAT ENDS IN A SUCCESS

Build back trust with herself & start to discover/become her whole self.

Stay focused and on track

THAT HELPS THEM AVOID FAILURE

Reaching the end of her life and realizing she could have lived so much more. (regret)

An unsatisfied life

CHARACTER TRANSFORMATION

From
Unable to reach their full potential.
Feeling unfinished, incomplete
Lost.
Unsatisfied with who they are and where they're going.
Unclear path to accomplish their goals

To
A life that is fulfilling and satisfying
Feeling complete and whole
Confident and content in who they are and they story they have
Clear direction for where their life is going