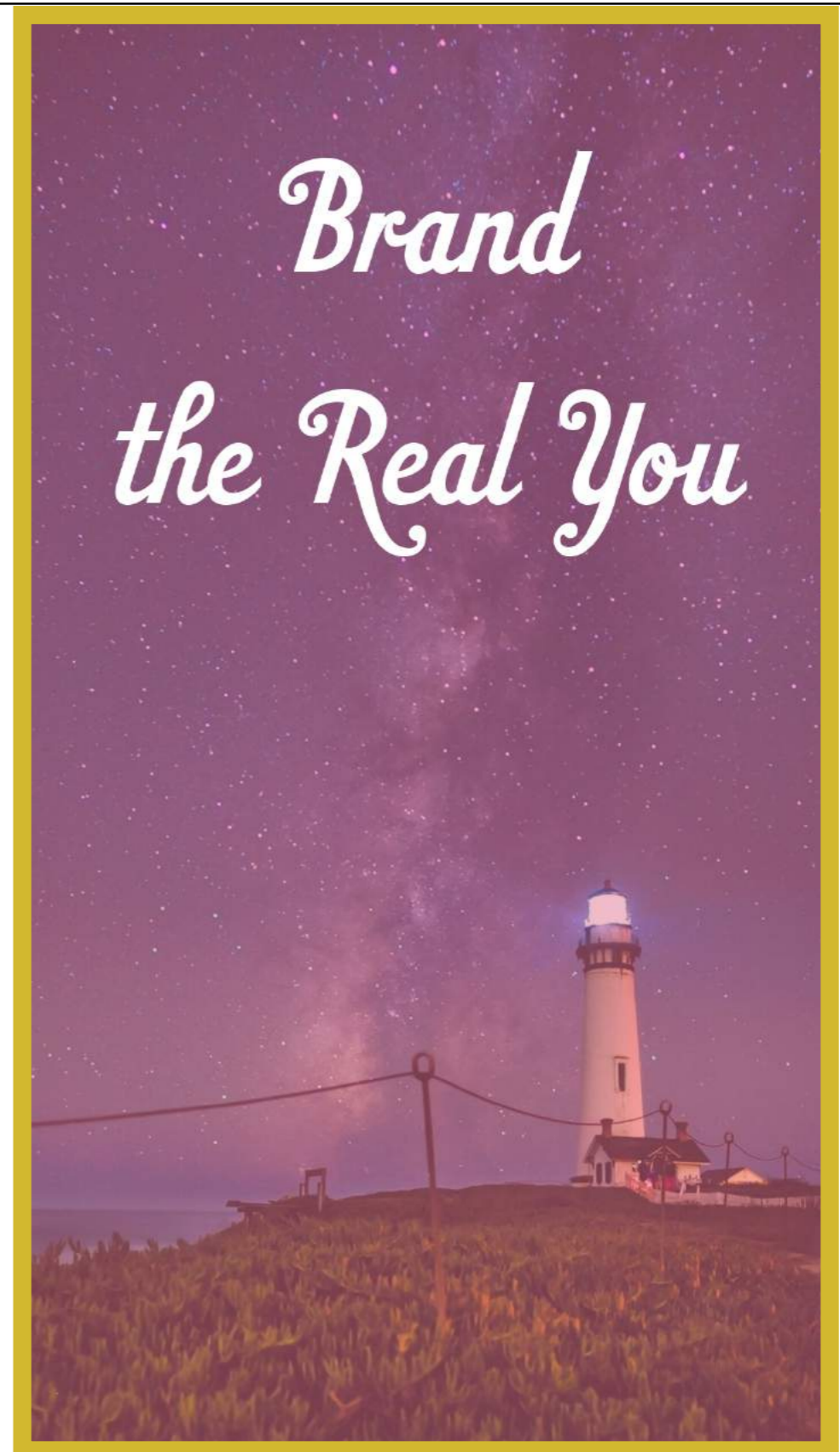


Brand the Real You

WORKBOOK

Part I



Your North Star

When I don't follow my North Star on a change makers level would result in the following people/sentient beings missing this :

NEXT STEPS > IMPLEMENT

Go to the 3 levels to find the “low hanging fruit”

AKA find the fastest action, most simple next step and write it on your implementation sheet. (and do it!)

For instance if your North Star is bringing awareness around self healing, write a blog post about it and post it, AND share it on multiple platforms.

Or think about the people who would be affected (including yourself) and take ONE simple action that will support them.

For instance if your North Star is to bring beauty into the houses of your audience, create a freebie (or offer) that does exactly that.

HEROIC AWESOMENESS!

CONNECT TO YOUR INNER AWESOMENESS

Write your list of truly awesome things (nothing is off limits)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

Go LIVE in the group (on your phone or computer) and read your list. Make it short and real. Embrace every feeling that comes up.

Watch the other video's and applaud each other!

NEXT STEPS > IMPLEMENT

Take 1-3 elements from your list (things that you truly rock) and write a social media post (or posts) about it.

Make sure it's on your implementation sheet!

WHY YOU ARE DIFFERENT THAN ...

YOUR BRAND PERSONALITY

Find at least 1 or 2 peers and study their brand.

1. Overall feeling (when you go through her/his website, social media etc. what is the feeling you get)

2. Tone of voice (what words does he/she uses) is there humour, is it 'heavy', 'light'?

3. Is he/she using quotes, or books or video's? What does it look like/feel like?

4. Can you see if (and how) he/she communicates with her/his clients? What does it look like/feel like y are!

5. Is your peer visible (are there pictures/and or video) on her/his website and/or social media.

6. Who are the soul clients of your peer?

7. How does he/she makes you feel?

8. Check all practical specs: can you find what he/she offers. Is it clear what she/he does.