

Brand the Real You

WORKBOOK

Part 2



YOUR ZONE OF GENIUS

<p>Zone of Genius</p>	<p>Zone of Excellence</p>
<p>Zone of Competence</p>	<p>Zone of Incompetence</p>

YOUR RED THREAD

Re-connecting joy & experience

Watch the video of the Red Thread assignment will help you to see and understand the beauty and depth of your experience and knowledge.

As bright multi-passionates, we tend to forget all that we know and have learned. The Red Thread will help you find long lost loves.

The purpose of this assignment is that you *Marie Kondo* your fast experience and cherish what brings you joy. This is not an exact science, just have fun with it!

My Values

Achievement

Affection

Appearance

Approval

Arts

Authority

Beauty

Career/Employment

Community

Creativity

Environment

Expertise

Fame

Loyalty

Meaning

Money

Openness

Patriotism

Personal Growth

Pleasure

Politics

Popularity

Power

Privacy

Recognition

Relationships

Religion

Your RED THREAD

VALUE 1

VALUE 2

VALUE 3

VALUE 4

VALUE 5

PLAY

**Learned age
6/12 - 18**

**Learned age 18 -
now**

**Everything you
did career wise**

Your SOUL CLIENT

- She (or he) needs, desires or craves something that you can help her with
- She recognizes you like the person and business who will bring some form of change to her life, business or well-being
- She will pay you for whatever you have to offer
- She is attracted to what you do, say and the way you show up
- She feels connected to you and to your tribe. Who you are, the way you run your business and life is attractive to her
- Mutual love and respect connects you with your soul client.

Write everything that come up for you AFTER the Soul Client Soul Whisper Session