

[illegible]

KNOWN FOR: *(biography / legacy, how others will speak of your impact)*

KNOWN AS: *(vibration / frequency, how others will explain you to a friend)*

MY VILLAGE: *(the type of characteristics, moods, and traits your spirit vibes with)*

- Relaxed / Chill.
- Real / Authentic.
- Loving / Open.
- Playful / Troublemaker.
- Old Soul / Ancient Wisdom.
- Hip Hop / 70's Flower Child.

- Spiritual / Cosmic.

WHAT I STAND FOR: *(your statements that belong on a bumper sticker - your personal cliches)*

- Invest in yourself. The safest thing to bet on is YOURSELF.
- Coaches, healers, guides & therapists have the most important job in our society, yet they are the most underpaid.
- You have SUCH a big dream, you don't have to do it alone.
- Abundance mindset: become the client you wish to attract.
- If you're thinking of the competition, you're thinking too small.
- You don't need more followers, you need more CLIENTS.
- The world needs you NOW, not when you're perfect.
- How can I make this moment even more fun?
- Entrepreneurship is the most epic (and confronting) vehicle to personal development.
- Integrity - because respect lasts longer than the check.
- You can be the most knowledgeable, passionate, and inspired coach on earth -- but if you don't know how to COMMUNICATE that to your ideal client & compel them to hurl their dolla billz at you, you will never be able to help them with your services.

CORE STORIES: *(stories that illustrate how you came to learn the most important lessons)*

- Failing at my first 20+ sales calls
- Splitting with my business partner / ex of 4 years, realizing I had my name on nothing, fighting tooth and nail to claim my throne
- Burning Man 2019 → Broke to Woke event, idea to presentation in 60 days
- My first million dollar month
- 16 years old, being dragged to a Tony Robbins event
- Getting an unpaid internship at multiple coaching businesses at age 18
- Spending all my money on certifications, seeing \$26 in my bank account at a lunch break, and realizing I needed to find a way to get a client... fast
- My first coaching biz w/ Free Spirit Girl and my failures as a result of not being skilled in sales & marketing

PERSONALITY PILLARS: *(what are 4 aspects of your personal brand that you wish to express daily? Note some easy ways to produce content for each pillar)*

- SPIRITUALITY
 - Spiritual memes
 - Visionary art (if you know, you know, ya know?)
 - Tarot card wisdom every day - repurpose for shareable spiritual content.
 - Showing my altar and meditation space
- FUN / PLAY
 - Smiling & exemplifying an open-hearted posture
 - Dancing videos
 - Playful mannerisms

- Funny memes
- Share funny moments in my life
- VALUE
 - Results / testimonials
 - Trainings (audits, how-to guides, tutorials, Q+As, etc)
 - Stories (encouragement from my own lived experiences)
- WELLBEING / EMOTIONS
 - What I eat (tonics, elixirs, toasts, oats, tacos etc... encouraging holistic nourishment)
 - My healthy habits for decompression/stress relief (get out of fight or flight)
 - Sharing affirmations for my day
 - Documenting my journaling / reflection practice
 - Sharing my meditation practice & what works for me
 - Showing my workout routine

MY CONTENT ARCS: *(write down 4 categories of content that are relevant to your ICA, and break them down into several mini-topics to jam on)*

- Social Media
 - audience growth
 - nurturing
 - conversion
- Mindset
 - Being a safe place for the beginner coach
 - Radical responsibility
 - Worthiness / readiness
- Creation
 - bomb ass content
 - my artistic expressions
 - fascinating others with my brand presence
- Sales/Marketing
 - Get clients on social media
 - How to get to 6 figures in your coaching business
 - Sales & money mindset