



OPENING

The Mirror

Your **brand** already exists. It lives in what you **feel**,
what you refuse, what you want to convey.

This **workbook** is there to **reveal the first step**
of your branding.

There is above all a work of **positioning** and inner **recognition** to
have so that it can first be embodied.

This **workbook** is not there to create your branding. It is there to
reveal what needs to be **embodied**.

Let's work on your inner map to **reveal the best** of your branding
and build solid **foundations**.

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Lived steps

The idea, passion, or vision are not enough. The entrepreneurial journey is built through the experience : test, doubt, fail, learn and adapt.
A **solid company** is born when the initial and internal vision meets the reality of the field.

Exercise :

Tell about a time when you felt aligned in your work. A moment when you felt in resistance.

Guided questions :

A time when you felt very productive.

A moment when you felt frustrated in achieving your goals.

What do you now refuse in your professional life?

Here I invite you to share your moments of introspection in your different stages related at your work

Your *Embodied* values

Authenticity, freedom, creativity are often highlighted. But without clear **inner recognition** and coherence with the realities of the market, these values have no impact.
A **solid branding** is only born when the **inside** and **outside** respond to each other.

Exercice : Complete the board.

Value	meaning in your brand	How would you show it ?
Innovation	Search for reports of new ideas and solutions	
Authenticity	Be transparent and sincere with the clients	
Responsability	Consider the impact social and environmental	
Exellence	Aim for the best quality possible	
Créativité	Encourage imagination and the new approaches	
Collaboration	Value teamwork and the partnerships	
Accessibility	Provide the products or service available to the greatest number	
Audacity	Dare to take risks and get out of the standards	
Kindness	Respect employees, partners and clients	
Durability	Think about the long term and to the environment	
Transparency	Communicate clearly on the practices used	

What are your three values?

.....
.....

Here I invite you to first bring out your embodied values, and then marketing.

The *Emotion* that you want to leave

Branding is not something you look at, **you feel it**
It's an important pivot to understand : your branding is not limited to aesthetics.

Questions :

When someone discovers your brand, how do you want them to feel?
Not what they thinks. What they feel.

What emotions are evident for you, through your branding?

What emotions do you absolutely want to avoid in your client?

Here, you touch your emotional territory, it forms the invisible but palpable foundation
of your brand. It directly attracts your target and ideal customers.

Intuitive *Sensations* and *Universes*

The visual universe begins with a **sensation**. Here, we are not looking for 'what is beautiful', but what resonates. The colors, materials, and atmospheres emerge first from your feeling.

Exercise : Thanks to images and/or photos, create your inspiration board.

Exemple	Place	Texture	Mood

3 colors :

That ensures you

That intrigue you

That you reject

Key question :

If your brand was an atmosphere, what would it be?

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Your visual universe is not a decoration : it is a sensitive translation of what you embody.

The central *Tension*

We arrive at your **most powerful** page. because it requires **honesty**.
It highlights the possible inconsistencies between your identity, your branding
and what you actually uncover. Play the game : the alignment starts here.

Question :

What you show today VS what you really feel.

What people understand VS what you would like them to understand.

Where you censor yourself.

Where you overplay.

This is where the gap reveals. What you observe here is the basis of the upcoming alignment.

Guided *Awareness*

This page helps you to **reformulate**, with **clarity**, what was previously diffuse.

Exercise : Complete

I realize that my brand is blurry because.....
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It's not a logo problem, but one of.....
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What needs to be clarified now is.....
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This awareness marks a turning point : introspection is necessary,
but it must now be translated and structured.

When
the *Essence*
Takes *Shape*

From intuition to incarnation.



You have just touched the essence.
What animates you, what differentiates you, what seeks to express yourself.

But an essence, without a frame, remains invisible.
She feels herself, without always understanding each other.
It exists, without yet being translated.

Alchemy begins when intuition meets method.
When what is clear on the inside finds a right shape on the outside.

If we had to take a picture again,
this workbook are the plans of a house.
What will follow is its foundation.

«Magnetic Beginning» is the natural continuation of this work
A space where your essence meets strategy
to become a clear, aligned and magnetic brand.

Through tools like Human Design, Ikigai,
brand archetypes and strategic positioning,
you will learn to structure your offer, your niche
and your presence to attract your customers naturally.

I am Alizée Laurence.

I help committed visionaries in their life mission
to reveal and embody their deep identity,
by aligning their inner dimension
with their professional universe and their branding.

Enter in
magnetic beginning

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