**Brand Flavor**

[clean version]

**My archetypes are and**

**My overall Brand Flavor is**

**My Unique Brilliance Superpower is**

**My Unique Stand is**

**My Higher Self Strengths are**

**And**

APPLICATION OF BRAND FLAVOR ONTO YOUR BUSINESS

1. How can I express my **Brand Flavor** in my business?
2. How both of my Archetypes **serve ME personally** through my business?
3. What am I teaching **myself** by having this business?
4. What am I teaching **others** by them interacting with my business?
5. How do I SERVE my clients (my active expression) through my **unique Brilliance**?
6. What do I offer that is unique to me, **my brilliance**, and they can only receive from me?
7. How does **my Stand** (my stationary expression) shows up in my business identity?
8. Based on **my Stand**, what do I RADIATE into my business identity?
9. Based on **my Stand**, what part of me is supposed to FUEL my business?
10. How can I stretch myself to infuse my business with my **HS strengths** (my potential expression)?
11. Am I **challenging myself** enough to be in these **HS strengths**?
12. What am I **willing to do** to SHOW UP in my HS strength?
13. **What does it feel like to fully embody your Brand Flavor and radiate it into your business**?