**Brand Flavor**

[work version]

Write down your **2 Archetypes**:

**My archetypes are and**

We will now compose your **Brand Flavor** (copy info from the “Brand Flavor” paper):

**My PRIMARY archetype’s flavor is**

**My INFLUENCING archetype’s flavor is**

Combine them into **ONE short sentence** that feels **personal and empowering** to you:

**My overall Brand Flavor is**

Fill in your **Unique Brilliance** Superpower. It is a powerful force that describes the very core of who you are as an individual. It is the very essence of what you love to do; and do extraordinarily well. This is your ACTIVE expression into the world.

**My Unique Brilliance Superpower is**

Fill in your **Unique Stand**. It is what you see your reality through, an integral part of what you care about the most. This is your STATIONARY expression into the world.

**My Unique Stand is**

Fill in your **Higher Self Strengths**. They are a combination of power and lesson, it’s your POTENTIAL expression.

**My Higher Self Strengths are**

**And**

**Guided Experiential Exercise**

**This will help you DEEPEN into the understanding of your Soul expression into your business**. This is a very important piece of your “business construction”.

* If you do not have a business yet – this will give you guidance as to which direction to go and what kind of business you are meant to have.
* If you already have a functioning business (or NOT so well functioning one!) – this will give you clarity on what needs to change to step into alignment with your Soul and become a LEADER in your business (so that you own it instead of it owning you!!)

Allow the answers to drop into your conscious awareness. You are being held in a supportive abundance energy field that I am holding for you to have clarity and ease in arriving at the Soul answers you need.

1. How can I express my **Brand Flavor** in my business? (both non-physical AND very practical)
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? (both non-physical AND very practical)
7. How does **my Stand** (my stationary expression) shows up in my business identity? (be very practical here!)
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)? (be very practical here!)
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? (be very particular and practical here, like presentations, be on video, write, talk to people, allocate time for letting people know you exist and offer something amazing, etc.)
13. Now return to your original combined Brand Flavor – let yourself land that into your system – wear it like an outfit, inhaled it like air, swim in it like water – feel it. **What does it feel like to fully embody your Brand Flavor and radiate it into your business**?