**Soul Expertise Guide**

[clean version]

Who were the people who were so excited to see you and thanked you so profusely for helping them?

What did these happy, appreciative people thank you for, from the bottom of their heart?

Were they men or women? What age range were they? What was so similar about

them that you could clearly see they were a “community?”

What did they tell you they had been struggling with or were stuck on before they worked with you?

What was the emotion they seemed to be filled with during their struggle or stuck‐ness?

When they looked you in the eyes, what did they tell you was the biggest change

for them in their life, all thanks to you and your amazing gifts?

What were the details they shared with you about how different their day‐to‐day life is now that they’ve experienced the magic of working with you?

What did they tell you are the results they are so happy to have now since they

worked with you?

What were the emotions they were now feeling so deeply as they thanked you for

their results?

What is the one thing you now know you are a passionate stand for, no matter

what?

As you look back at all those happy, satisfied people you’ve helped, what is it you

realize you are an expert at, or in?

As you look back at the rows of happy, appreciative faces, and you think back to

where you started, what decision did you have to make?

What permission did you give yourself?

What did you let go of?

**I am an expert in/at**

**I …**

For the primary archetype:

**I, as a …**

**believe it is possible for my clients to …**

**I, as a …**

**do not tolerate in my clients …**

For the influencing archetype:

**I, as a …**

**believe it is possible for my clients to …**

**I, as a …**

**do not tolerate in my clients …**

**When my prospective clients first hear, see, or experience my Brand, these are the 3 key emotions I want them to feel:**

**If my brand was a combination of these 3 feelings, it would be …**

**If my brand was a different time, it would be**

**If my brand was a font, it would be**

**If my brand was a place, it would be**

**If my brand was a song, it would be**

**If my brand was a color, it would be**

**If my brand was a texture, it would be**