**Soul Expertise Guide**

[work 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? (This is often something that you may have struggled with yourself in the

past, overcome, and now want to be sure no one else has to struggle with like you did!)

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?

ASSEMBLING YOUR SOUL EXPERTISE GUIDE

Your Soul Expertise consists of 4 categories:

Expert, Brand Promise, Brand Flavor client experience, Brand Flavor personality.

You will fill them out below:

What are you an Expert in?

Pull from the above visualization answers.

(For example: *“I am an expert at inspiring people to decide and take action”, or “I am an expert at guiding people to feel beautiful”, or “I am an expert at creating relationships”)*

 **I am an expert in/at**

Brand Promise (statement, included who you serve and why)

* A promise is a **commitment, a pledge, and an agreement**. Your Brand promise tells your clients that you can be relied upon to deliver a CONSISTENT experience, **regardless** of the particular program or product, or the mood you are in.
* Your Brand Promise is SPECIFIC, EMOTIONAL, and names your ideal client.

For example: *“I use personal color and clothing to provoke women to say “yes” to themselves”, or “I turn managers into conscious leaders so there is harmony in the workplace”, or “I activate emotionally-lost people so they can find and treasure themselves”, or “I passionately innovate how women deal with depression so that they can soar to happiness”, or “I ignite the soul of inspiring artists so that they can let go of judgment and fully express”)*

 **I …**

Brand Flavor client experience

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 …**

Using your “Brand Emotions List” on the next page, find **3 key emotions that ACTIVATE your brand experience**.

**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 …**

Brand Emotions List

confident  affirmative  amazed  ambitious  brave  buoyant  calm  certain  cheerful

converted  convinced  courageous  determined  empowered  encouraged

enthusiastic  exhilarated  hopeful  independent  loyal  optimistic  persuaded

positive  proud  secure  sure  strong  triumphant  trusting  upbeat  blissful

peaceful  carefree  free  comfortable  complacent  contented  delighted  ecstatic

elated  easy  exalted  excited  exultant  fantastic  festive  glad  grateful  inspired

joyful  joyous  overjoyed  lighthearted  glorious  magnificent  playful  pleased

pleasant  relaxed  relieved  satisfied  serene  tranquil  thrilled  brilliant  comical

jubilant  attracted  awed  captivated  curious  eager  earnest  enchanted  engaged  enraptured  enthralled  at ease  fascinated  immersed  intrigued  mesmerized

obsessed tremendous  amused  sparkling  animated  spirited

Brand Flavor Personality

**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**