**Specialty Title and Story**

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| --- | --- | --- |
| Spiritual | Advisor | Trainer |
| Soul | Aide | Prosperity |
| Social | Alignment | Partner |
| Purpose | Mentor | Helper |
| Life  | Holistic  | Guide |
| Abundance  | Ally | Specialist |
| Cheer | Alchemist | Confidant |
| Divine | Alleviator | Cultivator |
| Dream | Passion | Empathy |
| Focus | Bliss | Educator |
| Social | Motivation | Partner |
| Health | Generation | Catalyst |
| Contentment | Awakening | Activator |
| Unconditional Love | Radical | Consultant |
| Thoughtfulness | Expression | Innovator |
| Divine | Leadership | Transformer |
| Clarity  | Simplicity  | Inner Peace |
| Imagination | Manifesting | Motivator |
| Confidence | Transitional | Energizer |
| Empowerment | Drive  | Agent |
| Joy | Creativity | Ignitor |
| Problem | Mindful | Solver |
| Integration | Awareness | True |
| Spark | Leadership | Authentic |
| Value | Assessing | Initiator |
| Possibilities | Deep | Trainer  |
| Optimal | Power | Authority |
| Beauty | Showing | Vibration |
| Confusion | Connection | Experience |
| Resonance | Cultivate | Meaning |

1. Pick a word from each column that speaks to your skills and aligns with your purpose (for the new business venture);
2. Use your creativity to combine these words into something that feels right to you – you can ADD your own words;
3. Speak it out loud to yourself : **I am a \_\_\_\_\_\_\_\_\_\_\_\_\_**

How does this sound?

Does your soul sing?

Does your LS freak out but it feel totally right?

Keep playing with it to find the right combo – it should jump out at you!

**Create the “About You” statement**

**Name:** (your own, not business name)

**Title:** (based on the combo of the 3 words you just picked and your Expert statement)

**I am…**

**Sub-Title:** (explanation of your Title based on Brand Promise)

**And this means that I…**

**Relevant Story:** (about half a page in Word)

Tailor it to the high-end offer particular idea. This is NOT about your bio, or everything else you’ve done, this is directly related to your high-end offer)

1. Who are you;
2. How do you help people?
3. Why do you want to offer your program (your high-end package) – your motivation, i.e. What was the situation that made you want to start helping in this particular way (take me to the scene and tell me the summary-story);
4. What do you ultimately want to achieve/want your client to achieve (encouraging ending for the reader).

**Write your whole story here:**

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