

HOLISTIC BRANDING

Part 2: Embodiment

WHO YOU ARE + YOUR IDEAL AUDIENCE (Dream Client) = YOUR BRAND

Your Story

Now that you're clear on your brand voice & who your Dream Client is, what part(s) of your own story will you share? Think about what you have in common with your Dream Client and what you can share with them in an authentic way, that will resonate deeply and let them know that you are the right person for them to work with. This can be a practice in being vulnerable - but only as vulnerable as you feel comfortable!

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Visualization

is one of the key components to manifesting your goals. Use this space to write a descriptive paragraph, creating a scene that takes place in the near future when you are working in your business, with your Dream Client. What does your work day look like? What does your life look like? How do you feel? You'll use this information in the Visualization Meditation.

Highest Self Exercise

Now that you've got a visual idea of how you'll act and feel in your business, take some time to tap into your "highest self". Who are you *being* in life when you're your highest self? What values do you embody? What do you prioritize? How do you interact with other people?

What steps can you take now to begin to be that person?