

BRANDING
FROM THE

Heart

HOW TO SHARE YOUR PURPOSE
THROUGH MARKETING
THAT ATTRACTS YOUR TRIBE
AND INSPIRES A REVOLUTION



JULIA D. STEGE
THE MAGICAL MARKETER

**Branding from the Heart:
How to Share Your Purpose
through Marketing that
Attracts Your Tribe
and Inspires a Revolution**

By Julia D. Stege

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Raving Fans of Branding from the Heart

*"Heart-centered biz owners will do well to take Julia Stege's advice to be authentic in your marketing. **BRANDING FROM THE HEART** guides you through the steps you need to take to create branding and marketing that expresses your purpose and attracts your perfect customers over and over again."*

Suzanne Falter

Best Selling Self-Help Author & Speaker

www.suzannefalter.com

~

*"In **BRANDING FROM THE HEART**, Julia Stege reveals a process that takes you deep within your Soul to discover your authentic, unique message. She shows you, step by step, how to share your vision and attract kindred spirits, members of your Soul Tribe. This is a revolutionary approach to marketing. The processes you experience here will enrich all your relationships, thereby transforming your business, your personal life, and the world around you."*

Luisah Teish

Author, Director, Artist

~

*“So many marketing experts advise entrepreneurs to follow cookie-cutter processes, scripts and other tricks to attract clients, but their advice doesn’t work for heart-centered biz owners. Julia Stege presents a new paradigm for marketing in **BRANDING FROM THE HEART** that any purpose-driven entrepreneur would benefit from.”*

Keith Leon

Multiple Bestselling Author

Book Publisher and Book Mentor

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*Dedicated to those change-makers
around the world who will not rest
until everyone is free.*

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FOREWORD

14 years ago I had a vision for a perfect business that could inspire others to learn a better, more heart-based way to do a business. As part of that vision, I created a tool that could be a catalyst for this change, and that tool is called the Strategic Attraction Plan™. This deceptively simple plan has since transformed the lives of thousands of business owners around the world, including BRANDING FROM THE HEART author Julia Stege, and this book is a testimony to the Power of Strategic Synchronicity.

My approach to sales and marketing has always been that it can be defined simply as building a relationship with others who resonate with similar values and beliefs. Strategic Attraction assists you to become clear about *who you are* on a deep level, and clarify who your Perfect Customer is, the one who you can serve while being true to your authentic self.

We created the SACAT: Strategic Attraction Certification and Training program so that our Perfect Customers could use their own creativity and imagination to apply the Strategic Attraction Planning process to their businesses. It's no wonder that Julia Stege was attracted to us and participated in our beta program.

Julia Stege has always been a branding expert who disdained traditional marketing techniques. Her experiences in New York City woke her up to how impersonal and potentially harmful the industry can be. She has spent years developing an intuitive, authentic approach to branding and websites. So when she discovered Strategic Attraction, there was an immediate resonance.

Brilliantly, Julia has taken the vision of Strategic Attraction and created an original approach to branding and marketing that can literally change the world.

She has woven the very essence of how Law of Attraction works into easy steps you can take to create an authentic brand that attracts your tribe from around the globe and inspires them to connect with you.

The Strategic Attraction Plan and the SACAT program were always designed to inspire collaboration and creativity in business rather than competition. The greater possibility is that together we can cause a bigger ripple effect to positively impact countless numbers of people, businesses, and relationships. Where my vision lives on through people like Julia, I am deeply grateful.

What started as the attraction of a perfect customer, Julia Stege and I have also become valued friends. She has been a bright light in my life since we first met. She has embodied the Strategic Attraction vision by applying her own unique creativity and imagination along with the powers of attraction to benefit her perfect customers. The collaboration between Strategic Attraction and Intuitive, Authentic Branding is what Julia here calls **BRANDING FROM THE HEART**.

It is touching to be a part of the birthing of a new paradigm for marketing, and to be introducing this cutting-edge book to the world. I applaud Julia for taking a stand to ensure that heart-centered entrepreneurs have a way to share their authentic self through their marketing. I know you will enjoy this journey as much as I have.

Jan H. Stringer

Founder PerfectCustomers, Inc. and SACAT: Strategic Attraction™ Certification and Training; Author, *Attracting Perfect Customers: The Power of Strategic Synchronicity* and *BEE-ing Attraction: What Love Has To Do With Business and Marketing*. Jan lives in Santa Fe, NM along with her PERFECT husband and business partner, Alan Hickman. Visit our website at www.PerfectCustomers.com

*For more information on the SACAT program http://bit.ly/sacat_jds

INTRODUCTION

Are you are tired, sick or just plain bored of the standard approach to marketing? You know the style, marketing that targets, cajoles, scares and brainwashes potential customers. If you are looking for some other way, then you are ready for Branding from the Heart, a new paradigm of marketing that uses powerful laws of practical magic and marketing to inspire and attract rather than target your most perfect customers.



As a spiritual business woman or conscious entrepreneur, it's quite likely that the old paradigm for marketing just isn't working for you. Mostly this is because that old paradigm doesn't take the desires and needs of humanity or the planet into account, and you are all about uplifting and empowering people and the world.

Let's be clear from the start:

I'm asking you to join us in the creation of a revolutionary approach to marketing that is not all about the money (though you will likely earn more money than you ever have before.) We're looking at marketing as a means to uplift and empower people to take action toward the realization of their soul's desire.

In the process of creating your heart-felt brand message, your own life will also be transformed. Who knew marketing could be this inspiring?

I want to make sure that what you take from this book emboldens you to bring your message out more clearly and effectively so that you may impact the world in a big way. My reasons are based on Law of Attraction which is simply “Like Attracts Like.” Because of this law, I know that your purpose and mine are aligned; that by helping you to transform the world, my own vision is realized.

My whole life has been leading up to this book

Ever since I was a little girl I’ve had two equal passions, one to be an artist and writer and create beauty all day long, the other a strong desire to understand magic in a way that could end suffering in my life and in the world.

You would think that growing up in a Christian family, living in a beautiful house with a view of Long Island Sound, I would have no clue about suffering. I’m sure you can easily imagine this innocent little blonde girl laying on the plushly carpeted floor of her family’s waterfront home, coloring away in her fairy coloring book knowing nothing but bliss.

But the reality of my experience was much harsher. My father was a rage-aholic who kept the whole family on edge with his yelling, and my two older brothers responded to

this by frequently bullying me, punching me, and controlling me to the best of their ability. I could be innocently drawing, minding my own business and they would interrupt me with brute force and name calling. They'd call me "Fatty," "Blubs" and "Lards" and every other name related to fat because I was a few pounds overweight.

I remember one time when they actually held me down on the ground to let a hated neighborhood bully slap my stomach. It was called a "pink belly." I was humiliated and emotionally crushed when the brothers who were supposed to be my defenders instead were my tormentors.

A feminist in the making...

To this day I feel it deeply whenever a woman shares her struggles, or when I hear of a child who is being bullied, or when I see evidence of racial or cultural discrimination. I can relate to the struggles of others. If you're like me, you feel the same way.

Don't get me wrong, I was a fighter and I always fought back.

My favorite saying as a child was "You're not the big boss of me!" and I developed a loud piercing scream that almost made my brothers deaf. That's why by the time I was a teenager, I had already become a feminist. I was organizing empowerment groups for girls in the 7th grade. It wasn't enough for me to be self expressed and free, I felt I had to fight for all girls and women throughout the world. When

any woman of any race was abused or oppressed, I took it personally.

I just had no clue how to impact the world at that time. In fact, I felt helpless to affect the change I really wanted in my own life, much less in the world.

I had always wanted to be an artist ever since I could hold a crayon, but when I wanted to prove myself in highschool, I succeeded at attracting a lot of rejection. I took every art class available and did well in all of them, yet I was rejected from the Art Honors Society of my school three years in a row, and then to top it all off I was rejected from the School of Visual & Performing Arts at Syracuse University, the only college I wanted to attend.

***Whatever you resist,
persists...***

It was not obvious to me at the time that I would have been a lot more likely to get what I wanted had I focused in a positive way rather than resisting what I didn't want.

Now I understand that the Universe brings more of whatever we are focused upon. Therefore, if we are focused on our problems and what we don't want, that is what we'll get.

Looking back, I can see how my struggles as a child had trained me to resist, fight against and doubt the motives of others, and that in this way I attracted all that rejection.

Conversely, when we're clear and consciously focusing on what we do want: we begin to receive it. I understood this on an unconscious level, and changed my focus so that I could succeed in the world as an artist.

Despite my rejection from the art school, I went to Syracuse as a general studies major. I remember the day I shifted my focus from fear of rejection to attracting what I desired. I stood in front of the majestic building that housed the School of Visual and Performing Arts, and as I looked up at the impressive stone spires of that old Victorian building, I felt a rush of possibility coursing through me so powerfully that I became dizzy. In that moment I knew I would succeed.

I took several art classes, worked my hardest to create a stunning portfolio, reapplied to the art school from within, got in to the school, got in to my major, and then soared to the top of my class.

Upon graduating with my BFA (Bachelor of Fine Arts) in Graphic Design from the Syracuse University School of Visual Communications, I was hired as a design assistant by my mentor who had a small successful design firm in Manhattan. I was excited about starting my career and learning all the tricks of the marketing trade in Manhattan.

Brainwashing, Hype and Lies ... oh My!

What I discovered after working on projects for such clients as Burger King, a couple of banks and insurance companies, and even Museum of Modern Art and Carnegie Hall, was that traditional marketing was all about lying, hype and selling your soul for money.

It turned out my boss was doing cocaine all night and sleeping in till 11 am each day. When his behavior lost the company's biggest client, he sacrificed my job without a tear. After that I attracted a slew of great jobs where the clients were ecstatic about my work, but I was fired by my bosses who feared I would steal their clients and go out on my own.

The Madison Avenue world was simply too harsh for my sensitive artistic, freedom-loving self. As the months and years passed I noticed even my closest hippie friends started to simply do anything for money and status. They didn't care a whip about what they were promoting, only about how much money they would make doing it and what lifestyle that could provide them.

I also noticed that the men I knew, even the less talented ones, were moving much faster into high five-figure salaries while my women friends were struggling with much less pay.

Escape from New York!

In 1985 with a year and a half of unemployment compensation coming to me, I escaped from New York and headed West toward a whole new life in Illinois where a friend of mine was attending law school. It was there where for the first time I met people who were committed to changing their community and the world and who were actually doing something about it.

In Illinois while I pursued a Masters of Fine Arts in Media Studies, I learned how to integrate my beliefs into my artistry and started creating designs for causes that I supported.

The revolution will be televised...

In DeKalb hanging out with a group of highly creative, rebellious students, I became a notorious feminist activist and led dozens of protest marches against sexual assault and for women's liberation. I became engrossed in studying philosophy, specifically the idea of freedom and how it has been expressed throughout history.

I became extremely picky about what I was willing to promote and even developed my first company called Freedom Now to sell political and philosophical buttons (as well as Grateful Dead T-Shirts!) adorned with my designs.

California here I come...

While Illinois awakened me to the possibility of global transformation and the creation of a truly humanistic society, once I graduated with my MFA in 1990, I was called to have a greater impact on the world and moved to the San Francisco Bay Area.

By this time I had dropped completely out of mainstream society, quitting my job to follow the Grateful Dead selling T-Shirts and spending all my free time studying creativity, freedom and how change is made.

Quite often I was called upon to create communication designs that inspired folks to step out of their normal viewpoint and consider joining in a global movement for change.

I became an expert at taking unusual ideas and creating designs and promotions that inspire people to take action.

Manifesting Reality

What I noticed about the progressive movements I joined was that they focused almost exclusively on what they opposed and didn't work out a clear vision for what they were for. They also engaged in a lot of in-fighting and supported a world view that held no place for spirituality or the Metaphysical Arts.

So I quit my revolutionary organizations and freed myself up to discover magical, out-of-the-box ways to attract, inspire and engage my tribe.

In 1998 I took a class in Manifesting and learned about the power of the Law of Attraction. It never occurred to me to use that power with my clients to attract their perfect customers until I discovered PerfectCustomers.com and subsequently mastered The Attraction Plan, becoming one of a few holding the honor of being a Certified Strategic Attraction Coach.

After becoming a certified Attraction Coach I began integrating the powers of manifestation with writing and design, finally developing a new paradigm for authentic marketing I subsequently named, “Branding from the Heart.”

The premise of Branding from the Heart.

These are the basic pre-suppositions underlining the Branding from the Heart Process.

- 1) **The Law of Attraction simply states “Like Attracts Like.”** This law is working in our lives whether we are conscious of it or not. We’re attracting to us those people and experiences for which we are a match whether through wanting it or rejecting it... essentially we attract what we are focused upon.

- 2) **Our perfect customers are like us in that they are on the same life path as we are and have similar values at our core.** Therefore we are uniquely qualified to serve them and they are the mostly likely candidates to become your loyal fans.

- 3) **We attract what we want in life by attracting the right people to us.** Whatever we want; whether it's for our business to grow and flourish so we can offer our gifts to people who are seeking them, or if we want a certain quality of life, to change our bottom line, or to really affect change in the world, we will attract it through the people we're attracting.

- 4) **Those whom we are seeking are also seeking us,** therefore our marketing is not about convincing anyone of anything. Instead marketing becomes a conversation we have with our perfect people, those who are aligned with us and who need what we have to offer.

- 5) **Our perfect customers will only recognize us when we are authentic and come from the heart.** If we are trying to do some marketing or sales method that is cookie-cutter or scripted, this will not resonate with our perfect customers. They will pass us by. Conversely, when we share authentically, they recognize us as the one they are seeking.

When we consciously set out to attract customers who are on the same life path as we are, we forward our purpose in the world with greater velocity and power, and we attract people whom we are uniquely qualified to serve.

Like attracts like...

Because you were attracted to this book, I know we are alike. You have a big mission to share through your business, along with a set of magical gifts that help others to live their lives more powerfully. When promoting a business like this, you cannot use fear or brainwashing or any marketing approach that disempowers your potential clients.

Your marketing must be consistent with your work in the world or your perfect customers will not recognize you or trust you.

When your brand message comes from the heart and consciously inspires others, those who are a perfect match to you and your business will be irresistibly drawn to you. They will say things to you like, “I can’t believe you exist. You are exactly the right person to help me.”

One day a few years ago I received an email from Diane, a potential client with the simple subject line, “Yeay.” Here is an excerpt from that email.

“...I have been focusing on a slow unveiling and unfolding of myself and my core life's work and wondering how cheaply I

can get a logo, website, etc... and then I found you - miraculously on-line with an almost sarcastically daring Google search of ‘top websites for energy healers.’

“I immediately fell in love with your work! I am crying right now in release, relief - you feel like an answer to my prayers! ... Thanks so much for seeing magic in places others do not! Thanks for helping me see the magic in marketing - the spark I needed to carry myself forward out into the world.”

Can you see how Diane recognized our simpatico because of my authentic branding? Needless to say I did work with Diane on her logo and website and she loves them!

And Diane is just one example. Quite frequently folks call me teary eyed with inspiration after visiting my website and hearing my message. Those who are seeking you will have the same response when they hear the message you are sharing from the heart.

This book is meant to be a guidebook for you to create your authentic brand message, that is the message you will consistently share throughout your marketing to attract your perfect customers.

What is most important for you to remember as you engage with the processes in this book is to tap into what is most important to you. This will ensure that your brand message is as powerful, engaging and attractive as your soul’s chosen journey.

CHAPTER 1

Your Attraction Plan

The first step to creating a wildly attractive and authentic brand message is to clarify exactly what and who you are attracting. We can do this with a powerful yet simple four-part Attraction Plan. This is the very same Attraction Plan I use with all of my branding and website clients and the feedback I receive is that it's a deep, empowering, life-changing experience to do this work.

You can download a worksheet to get started on your Attraction Plan at
<http://www.MagicalMarketingToolkit.com>

I was certified to use the *Attraction Plan* by Jan Stringer and Alan Hickman of Perfect Customers, Inc (www.PerfectCustomers.com) in 2006. Jan had written a book called “Attracting Perfect Customers: The Power of Strategic Synchronicity” back in 2001 and I had been using her powerful Attraction Plan with entrepreneurial friends of mine for years.

After becoming a “SACAT” Certified Strategic Attraction Coach™ by Perfect Customers Inc., I started using the Attraction Plan with my customers and my business has become more fun and magical as a result. With this additional insight, I'm able to improve the lives of my clients as well as providing them with beautiful designs.

Attracting clients and a whole new life...

My client Lauren actually had to move into a newer, larger space because her business expanded so quickly after creating her Attraction Plan. I guided her through the deep inquiry into what is most perfect for her, and she became clear she wanted to be a health coach rather than running the network marketing business she had going. Immediately she started attracting new contacts, ideas, products, and teachers into her life that supported her decision.

Within a few months, she moved into the new space to accommodate her new perfect customers. Additionally she added new products and services to better serve her customers, and in turn they are more excited about and open to what she offers. She is making more money and having more fun, and to top it off, her dream of having her daughter move home with her came true. The Attraction Plan helped her to really define what she wanted, align herself with that, and then attract it.

The Attraction Plan is designed to help you to develop an attraction based mode of thinking. When you take time each day to focus on what you want by refining your plan, you will become a fine tuned magnet for whatever it is you want in your life. Remember everything you want is available through the people you attract, so it's important to be conscious of who you want to attract and what their qualities are and how you want to interact with them.

When you work on your Attraction Plan, you want to ask yourself, “What do I desire? What’s perfect for me?” When you ask this question, understand that because “Like Attracts Like,” what’s perfect for you is truly perfect for the world. If we all took such great care of ourselves, the whole world would run a lot more smoothly because we would all be attracting what is perfect for us.

The block many people experience in life is that they are not clear on what they desire. I feel it’s a bigger problem for women than men for the most part. Women are so culturally trained to pay attention to the needs of others that we often forget our own needs and desires.

It’s a revolutionary question for women, especially spiritually oriented women, to ask, “What do I desire? What do I really want?”

So while you are making you plan, I’m going to ask you to forget about a lot of things.

- Forget about what your clients want.
- Forget what your spouses or children want.
- Forget about what other family members still living or who have passed ever wanted for us.
- I want you to think about what ***you really want.***

When Lauren was creating her Attraction Plan, she was concerned about her MLM team and those with whom she had promised to stay in the business. When she was focused on this concern, she could not access what she really wanted

for herself. However, once she broke through the resistance to focus exclusively on her desires now, in the present, she became clear that she wanted to be a health coach, and the Universe conspired on her behalf to help her realize her dreams. People started asking her to coach them regarding their health and offered to pay for her advice.

Sometimes you will feel far away from what you want. It happens. It's your ego or whatever part of you that's telling you that you can't have what you want. Please just ask that part of you to shut up while you're working on your plan.

*“If I can attract anything I want,
and I can...”*

My mentors Jan and Alan taught me to say these words, “If I can attract anything I want, and I can, what I want is...” and I fill in the blank. Use this approach to remind yourself that you absolutely can attract the perfect customers and resources to help your business flourish as you contribute your gifts to the betterment of the world.

I also want to encourage you to use positive language in your attraction plan. The Universe simply does not understand negatives. You will get what you focus on whether you want it or not. If you are focusing on something you do not want, saying over and over “I do not want this,” the power of your attention on the ‘this’ will bring it to you.

Make sure you are forward thinking in what you are writing and also write in the present tense. When you write from the perspective of having already received what you desire, you will be that much closer to attracting it.

The Attraction Plan will help you to:

DESCRIBE your perfect customers

IDENTIFY your purpose

SPECIFY what you really want

and DECLARE who you get to be to attract what you say you want

This will be the foundation of your attraction-based marketing. Once you clarify your vision for what you want, you start attracting it. You will no longer feel compelled to chase down your clients because you will be attracting them in droves.

The Story of the Lighthouse that Grew Arms and Legs

My attraction mentors Jan and Alan often tell the story of a lighthouse that became frustrated when no boats were attracted to its light. The lighthouse grew arms and legs, uprooted itself and went running up and down the beach shouting, “Boats, boats! I’m here, I’m here!”

Because the lighthouse lost its ground and ran along the beach instead of standing true to its purpose, the boats that were attracted to it crashed on the shore.

The moral of the story is don't be like the lighthouse running up and down the beach trying to attract attention because you will attract a disaster. Instead, stand your ground and shine your authentic light to the world as powerfully and as often as you can, all the while understanding that your perfect people will come to you.

Chapter 1 In Review

Things to remember as you prepare to create your Attraction Plan (instructions for the Attraction Plan start in Ch. 2)

- 1) The Attraction Plan is designed to help you to develop an attraction based mode of thinking. Take time each day to focus on what you want and you will become a fine tuned magnet for whatever it is you desire
- 2) The things you want to attract are available to you through the people you attract into your life.
- 3) Try to forget about what other people want or what seems logical as you create your Attraction Plan. It's all about what's perfect for you.
- 4) Ask yourself, "if I can attract anything I want, and I can, what I want to attract is..." and then fill in the blank. Stay open to the magical realm of possibility.

- 5) Don't be like the lighthouse that sprouted arms and legs and ran up and down the beach in a frustrated attempt to attract more boats. Stand your ground and shine your unique light to the world and you will attract your perfect customers.

CHAPTER 2

The Qualities, Characteristics and Attributes of Your Perfect Customers

The first question in the Attraction Plan is, “What are the qualities, characteristics, and attributes of my perfect customers?”

This is where you will define your ideal client. You will write down every quality, characteristic and attribute that will make your clients a perfect match for you, your gifts and your purpose.

I find that using the following categories helps me organize this part of my plan.

- Personality
- What they say
- How they treat you
- What resources they have
- What they’re seeking
- What their challenges are

This will help you IMAGINE your ideal clients more clearly.

Here are some examples from my own Attraction Plan.

Personality:

- They are friendly, open minded, seeking new points of awareness

- They are bold, gutsy, and ready to impact the world in a big way
- They have a passion to share that will transform the way people think and act
- They are fun to talk with, are inspiring.
- They are go-getters, self-starters who know how to get stuff done.
- They care deeply about others and the planet and want their business to contribute positively to the world.

What they say:

- “I’ve been following you for several years, I really like what you are doing. I know you are the perfect one to help me.”
- “I can’t believe you exist, I’ve been searching for SO long and you are a perfect match to what I’m looking for.”

How they treat me:

- They are kind, friendly, respectful and understanding
- They are flexible and yet honor my time
- They value my advice and show this by ‘doing their homework.’
- They always acknowledge the hard work I’m doing for them and how much they love the results.

What resources they have:

- They have more than enough financial resources to pay for my services

- They have knowledge and insight that helps me on my life path
- They are the hub of a large network of spiritual business women and/or conscious entrepreneurs seeking branding and design services
- They have ample energy for the project we are doing together and provide ongoing inspiration for the best results

What they're seeking:

- They want to be able to cohesively describe their business mission and offerings
- They have a strong desire to contribute to people and the society through their business and need help attracting the right customers
- They need beautiful, inspiring brand, marketing and website designs
- They plan to attract over \$100k in yearly income and build their income so that they can more easily contribute to others and the planet.

Their challenges are:

- They don't know how to describe their business in a way that is authentic, compelling, expressive and cohesive.
- Their marketing is a poor representation of their personality, passion and purpose.
- They need marketing materials that brand them attractively online.

- They're coming out of corporate or working for someone else and need help creating a consistent brand and applying it throughout their marketing.

This part of your Attraction Plan needs to be very detailed so that it's easy for you to refine it when something goes wrong.

I had a colleague Silva who was creating her plan for her network marketing business the Amazon Herb Company. She had a very detailed Attraction Plan that specified exactly what her ideal customer/business partner would be like.

One day Silva met a woman who fit every aspect of her Attraction Plan, but when it came time to sign on the dotted line, this woman decided to decline and actually signed on to another network marketing business.

Because Silva's plan was so detailed she could immediately spot the problem. She had written that her perfect customer, "is excited about network marketing and wants to do the business." Silva could see that it was true, this woman had been excited about network marketing and doing the business, but she had not been specific enough. She saw how a simple rephrase would fix the problem. She changed the plan to read that her perfect customer, "is excited about network marketing and signs on to work with me in Amazon Herb Company as a business partner."

What happened after Silva changed her plan was remarkable. The very same woman who had signed on with a different company called Silva back saying she had made a mistake and that she wanted to work with Silva and the Amazon Herb Company after all!

You can gather from the story I just shared that I'm going to ask you to continue to add to and refine your plan ongoingly, especially the first part. I believe it's a process you will want to do as long as you want to consciously attract anyone new into your business and life. The process of focusing on who you want to attract will make you into a magical magnet for people who can make your dreams come true.

Chapter 2 in Review

- 1) Make a detailed list of the qualities, characteristics and attributes of your perfect customers
- 2) Consider the personality characteristics as well as resources and their readiness to get started with you, among other qualities that are important to you.
- 3) If you want your customers to NOT have certain traits, take the time to consider the opposite of those negative traits and include those on your plan. Focus on the positive of what you want rather than resisting what you don't want.
- 4) Refine your plan daily. Make revisions to clarify what you want when you notice you've attracted someone who is not a fit.

CHAPTER 3

What Makes You and Your Perfect Customers Tick

Now that you have a clear idea of who you want to attract, you want to look at what lies at the core of your being to discover the passion or fire that inspires everything important in your life. It is this core essence or purpose that aligns you and your perfect customers and ensures you are a perfect match.

The question to answer is, ***“What makes me and my perfect customers tick?”***

It’s a strange little question, but I assure you it will change your life just as it has changed mine. If you think about a clock, it has some mechanism at its center that causes it to tick. That mechanism will ensure that the clock ticks forever as long as a bit of energy is added to the mix.

We want to discover the mechanism inside of you that keeps you going in life.

***It’s even better
than a party***

In 2006 at the Perfect Customers retreat for the Strategic Attraction Planning Certification Program (SACAT), I experienced first hand the power of a group of people sharing what makes them tick. We had scheduled a party for the last night of the retreat, but we all decided to have the

“What makes you tick?” conversation instead. We sat in a circle and one after the other we shared our passion and allowed our mentor Jan Stringer to guide us to express the deepest yearning of our soul.

What surprised me at first was how when each person in the group really got their tick, there was a palatable shift in the room and often many of us became teary with inspiration.

I discovered there is nothing more compelling than what makes you tick, and that people will stop what they’re doing to listen to you share it!

When I returned home from that retreat I had a deeper understanding of the purpose of my life and the importance of sharing it authentically through my marketing. As I considered ways to be even more authentic than I’d always been, I realized there was a huge part of my life that I had been hiding for a long time, the magical part.

Ever since I was a child I harbored a fascination for everything magical. In my early youth I poured over astrology columns and read books on ESP. I had practiced about every known metaphysical art by the time I reached my mid 20s including astrology, tarot card reading, and astral projection, but this was considered strange by many of my friends. Even throughout my activist years when I had no real employment to speak of and certainly no boss to fire me or client to dissappoint, I hid my magical side to avoid being chastized.

But after the retreat with Jan and Alan where we all shared what makes us tick, the magical fire in my belly was calling for attention and I knew I had to unite my passion for magic with my business. Right away I integrated the Attraction Plan into my branding and design services and started calling myself The Magical Marketer.

At that same time I began to use my magical drawings in my own marketing pieces and eventually changed my business name from Graphic Girlz to Magical Marketing in 2012.

What I knew then and the universe has proven to be true is that when I share my authentic passion for magic, those people who are seeking a magical approach to marketing find me, recognize me, and hire me.

It's through my willingness to be truly authentic and toss caution to the wind that I became the only person in the world who does exactly what I do.

Even though the question is officially, "What makes me and my perfect customers tick," I want you to forget about other people for a while when you're answering the question.

Because like attracts like, you can accurately assume that whatever makes you tick is what makes your perfect customers tick.

Also, try to forget about your specific business offerings as you answer this question. I want you to get to the root of

your purpose regardless of the current business you are promoting.

When you clarify your tick and develop your brand around your core essence, your brand will last a lifetime. You can modify or upgrade or clarify it, but essentially your brand will be consistent for the rest of your life because your Tick or core essence does not change.

When working with my clients to clarify what makes them tick, I ask a series of questions (not necessarily in any specific order) to help them get to the root of their soul's passion.

Here are those questions:

- What makes you tick?
- What is at the core of everything you do?
- What quality of life is most important to you?
- What is important to you about that quality?
- What gets you up in the morning or keeps you happily working late into the night?
- How did you express that as a child? Did you get to express it or was it repressed?

- How did you express it as a teen, in your 20s, your 30s etc?
- What passion have you been hiding from others?
- What would you do all day if you didn't have to work or make money?
- If you fast forward to your dying day, what would you want your life to mean to others?
- If your life could have any impact without limitation, what impact would you want to have?

We also take some time to make a list of “Tick Words” which are simply words that reflect your passion. Think of the qualities of life you would never want to live without and jot them down.

I also sometimes call these Magical Key Words because if you use them in your online marketing they will attract aligned traffic to your sites.

Here are a list of some of my Tick Words:

- Authentic
- Beauty
- Creativity
- Empowering

- Expression
- Freedom
- Inspired
- Love
- Natural
- Magic
- Mystical
- Revolutionary
- Transformation
- Wild

What are your Tick Words?

Your words will help you to bring your passion in to every statement you make about your business.

When you use these words in your marketing, it is irresistible to your perfect customers simply because what makes you tick also makes them tick.

Later on in Chapter 8, I will reveal how to use your Tick Words to create a wildly attractive, authentic brand statement.

Chapter 3 in Review

1. What makes you tick is what makes your perfect customers tick. You are both on the same life path and value the same things in life. Therefore sharing about

what makes you tick will naturally attract your perfect customers.

2. Clarify what you are most passionate about, what is important to you, and what words give you the shivers! Write them down in preparation for creating a brand statement in Chapter 8.

CHAPTER 4

What You Want Your Perfect Customers to Expect from You

When I first heard this question, I hated the word, “expect.” That word always brought to mind the things others want from me that I don’t necessarily want for myself. Expectations were something to be avoided.

Then I realized this is a victims approach to the word rather than a powerful creators approach. What if I were the one creating the expectations others have, ie what if I mitigated their expectations in advance? Then I would actually want others to have those expectations.

So the question becomes, what expectations do I want others to have of me?

In this part of the Attraction Plan you want to consider what you want your business and life to look like. What do you want to offer? What do you want to develop? Wouldn’t it be great if the people in your life had a positive expectation regarding your success, one that perfectly matched what you truly desire? These are the things I want others to expect from me.

***What are you offering now
and how do you want your
customers to respond?***

On the one hand, the question asks what products and services you have now that you want your customers to expect you to offer. Certainly you want them to expect you to have what you offer and to do a good job of it.

For instance, I want my customers to expect that the designs I do for them truly represent their soul's purpose and attract their perfect customers. Also I want them to expect that the consulting I offer will help them transform their lives and it's going to be fun and fulfilling for them to market once they've worked with me.

When my customers anticipate a positive result from me and my team, that creates the space for us to succeed. Contrast that to having a customer who constantly lets you know about past disappointments and stays on your back to make sure you don't do the same thing.

Having a positive intention around what others, especially customers, will expect of you can dramatically improve things in your business all around.

So to start, make a list of the products and services you are offering and that you want to offer eventually in your business.

What are your boundaries?

This is also the place to clarify your boundaries. For instance, in my case I want my customers to expect to pay

me in advance, and that my team and I will do all of their work for them remotely from our own offices.

This mitigates in advance any resistance to folks not wanting to pay or expecting me to do everything on site. I used to worry about these things in the early years of my business and there were many conversations where I had to explain my boundaries. But since I've shifted my focus and anticipation using the Attraction Plan, I haven't heard a complaint about these boundaries in years.

Make a list of your your terms, when and how often you want to be working, how often you want talk to your customers, how long you want to talk. When you are certain of your boundaries in advance and stand firmly on this ground you will attract people who expect to honor your boundaries and will not tread on you.

What are your goals and dreams?

This part of the plan asks to to consider your goals and dreams and the things you want to achieve, like, “My house is off the grid and I have a view of the mountains,” or “I embody peace and serenity every day,” or, “I take 2 week vacations every quarter.” Remember to use positive, definitive sentences.

Chapter 4 in Review

When working on Part 3 of your Attraction Plan, ask yourself what you want to experience in business and in life. It is helpful to consider:

- What you offer
- Your boundaries and terms
- Your goals

CHAPTER 5: *Who Your Are Willing to Be to Attract What You Want*

There is an important aspect to attraction that exists in the realm of being. You can be clear on what you want but if you are being worried or doubtful, you will not attract it.

Anything we do not yet have that we have desired is not coming to us because of who we are being in the matter. We may be clear that we want something like more clients or a 6-figure income, but if we are being doubtful, worried, or jealous, we will not attract it.

Conversely, when we shift in our being to match a higher vibration, we become a magnet for those who match our new way of being.

Shifting our being starts with a declaration. Declare who you are willing to be to attract what you want. Name your Being and create an inspiring character to live into.

This is a way to step into something that maybe unfamiliar, but is empowering. If you say, “I am being the the Goddess of Wisdom,” or “I am being the Martha Stewart of Organization,” or “I am being the Captain of this Ship” you will notice your being shifts to attract more wisdom or more organization.

Just as it’s true that for everything you want in life, you can get it through the people your attract, it also holds true that

for everything you want in life there's a way of being that will attract it and a way of being that will repel it.

Have you ever had one of those days when you say, "Oh my, I don't have enough clients!"

Do you work yourself into a panic and soon find that you've attracted worried people and that you are repelling the perfect ones?

When you vibrate at such a low level, your perfect customer can't even see you. A simple shift in being will stop this cycle of fear and transform it to love. So you look and you say, I'm going to be the driver of whatever I do. I'm the captain and I'm steering the ship. I'm actually going to take charge of this.

*One point early on in my business
I became very afraid that
I was going to fail.*

I was very worried about attracting clients and unsure where the next project would come from. I had one interview with a potential client that week and all my hopes were pinned on it.

I knew that if I went into that interview feeling worried and needy, they would never hire me. But if I shifted my focus and went in there being the best graphic designer for the job, they would not be able to resist hiring me.

During that interview I tuned in to the owner of the company and confidently told her what I felt she needed and how I could help her. I was being the best person for the job. She turned to the VP and said, “Well I’ve made up my mind. How about you?”

They hired me on the spot and that turned into a multiple 5-figure project.

Who are your Sheros and Heros?

When answering this question, it’s helpful to consider who in the worlds of mythical and real people inspires you to live your purpose? Shift into being like them to raise your level of attraction.

- I’m the Joan of Arc of Marketing
- I’m the Oprah of Interviewers
- I’m the Martha Stewart of Organization

Your tick words can also help create a new Being to step into.

Once I was planning a large teleclass and became nervous about introducing my new paradigm for marketing to this audience. My mentor reminded me that I could simply show up as Julia Love, and that would ensure my connection with folks in the class. That’s exactly what I did, and during that teleclass I sold several registrations in my program to the folks who were responding to my way of being.

What words can you embody that would improve your vibration? Write these words down on a post-it and put it by your desk to remind you of who you are being to attract what you say you want.

Back in the 60's the Beach Boys sang about "Good Vibrations" and that's the essence of what we're talking about here. Raising your vibration will make you more attractive to your perfect customers.

Chapter 5 in Review:

1. For everything you want there is a way of attracting it (LOVE) and a way of repelling it (FEAR).
2. Shift your way of being to that of LOVE or by embodying words that raise your vibration.
3. Choose a real or mythical figure to aspire to be like.
4. Declare who you are willing to be and name the being. Put the name on a post-it by your desk as a reminder.

CHAPTER 6: *Taking Note of Your Signs of Land*

As you work on your Attraction Plan, I want you to take note of the instances where you notice you are attracting what you want.

We call these your “**Signs of Land.**” The allegory refers to being on a ship at sea headed toward land. As you head toward the distant coast, you are surrounded by ocean. There is nothing that looks like land out there.

But as you focus your attention you notice a certain kind of bird in the air, or a certain kind of sea creature that you know can only be found within 100 miles of shore. You understand this is a sign that you are getting close, but you are not quite there yet.

So as an example, if you have in your plan that your perfect customers say “I saw your website and know you’re the one I want to work with,” and then someone calls you and says those words to you, that is a sign of land. Even if they don’t buy in that moment, you know you are getting close.

Or if you put on your plan that you are attracting people who really know how to get things done and you find yourself at a networking lunch with a number of accomplished entrepreneurs, you can call that a Sign of Land.

You want to write down your Signs of Land. When we acknowledge and are grateful for our progress, more progress happens.

Chapter 6 in Review:

1. Write down those instances when your Attraction Plan appears to be coming true. These are called “Signs of Land”
2. When you emphasize the positive, ie people matching your plan entering your life, by writing it down you will attract more of the same to you.

CHAPTER 7: *Revising Your Attraction Plan Daily*

The more you focus on what you desire, the more you will attract what you desire. Therefore I recommend revising your plan daily, especially at first while you are developing a habit of attraction-based thinking. My clients are advised to review their plans 5 minutes morning and night, and often they notice a shift in who they are attracting within a couple of days.

To revise your plan, take note of what you are attracting today. If you have attracted anything you don't like, take note of what you would like instead and put that on your plan. You can also take note of characteristics you like in people, or things you want to attract, and add those to your plan each day.

Working on your plan each day you will build your attraction muscles. When you work out at the gym, you don't just learn how to use the workout machines and that's it. You want to use it often to keep your muscles toned.

With the Attraction Plan, you don't want to do it once and put it away, you want to continuously work on it on a regular basis.

In reviewing these questions and refining our answers to these questions on a daily basis, we start tuning ourselves to receive what we desire.

When to Create a Fresh Plan:

There are a number of reasons to create new plans. For instance if you want to get into details about what kinds of Joint Venture (JV) partners you want to attract, or what kinds of vendors, you may want a separate plan for each. You may also want a fresh plan for a specific marketing campaign, or you may have separate plans for your lower end and higher end clientele.

Sometimes I'll just create a fresh plan because I feel like it's time to reset my magnetic charge. I like to start from scratch especially if I'm upping my game or changing my vibration in any way, or if I'm stepping it up and getting my message out to a larger audience.

The Bottom line with the Attraction Plan is to clarify what you really want and what's perfect for you and to always remember that what's perfect for you is perfect for the world. The Attract Plan supports us to remember that we can y what we desire and that in fact, we're meant to have it.

Chapter 7 In Review:

1. Make sure to revise your Attraction Plan daily, especially at first when you are just starting to develop your attraction mindset.

2. Think about what you want to attract NOW and make sure anything that is old or you no longer want gets removed from your plan and things you realize you do want now get added in.
3. Mostly you will want to work with your original plan so you can see what needs tweaking as you notice what you are attracting. However if you have a new relationship you want to attract or feel as though the old plan has an ‘old vibration’ to it, then create a fresh plan.

CHAPTER 8: *The Basis for Authentic Branding*

To begin the Branding from the Heart™ Process

you first acknowledge that your passion and purpose are what is most compelling about you, and that by sharing it you will attract your perfect customers.

Some of us resist sharing ourselves authentically in our marketing at first because unless we have been told business is about being professional which essentially means you have to hide your personality and conform. Passion and conformity just don't go hand in hand.

Another reason some entrepreneurs resist sharing their passion in their marketing is because they are afraid of turning off potential clients. This is a legitimate concern. You will turn some people off. But you do not need to attract everyone. In fact you simply cannot please all the people all of the time.

You're not talking to everyone in the world.

Only those who are over the moon about your passion are your ideal clients.

It is important to consider that unless you are truly authentic in your marketing, your perfect customers will not recognize you when they find you. If you are trying to be

slick or polished or are hiding who you truly are, your perfect customers will pass you by because they are seeking the real you which is hidden. You may attract customers who pay you, but they won't really get you or connect with you in a deep way.

When you do share yourself authentically, it is a vulnerable act, and your perfect customers will appreciate your willingness to be real.

So much of what we consume from media day in and day out offends our sensibilities to the point where we want to tune it all out. When your authentic message comes through the noise, your peeps will leap for joy, or they may weep for joy. The fact is, they have been waiting a long time for the real you and what you have to offer.

You may find yourself willing to share yourself authentically in your marketing, but you have no idea what to say. Recently I've spoken with dozens of spiritual business women and conscious entrepreneurs who don't have a clue about how to describe what they do in a compelling way.

Have you ever had this embarrassing experience?

You're at an important networking function surrounded by potential customers and someone asks you what you do. You turn to them and smile pleasantly and then go into detail every modality you have ever learned. Somewhere into your description you notice they aren't paying attention

to you. My client Meardis had this experience recently where she actually witnessed the person's eyes glazing over. This is what she told me.

“I recently attended a lunch with a dozen or so Agape International practitioners. When one of the practitioners leaned over and asked me ‘so what do you do?’ I answered in my normal manner. “I’m a career intuitive and love coach, trained under Sue Fredericks, author of ‘I See Your Dream Job’, and I use these methods....”

“As I started to list the modalities I use, I looked at this poor woman and noticed that her eyes had literally glazed over...I think it happened somewhere around ‘Sue Frederick,’ but I continued with my pitiful introduction.”

When Meardis shared this with me I laughed with her then assured her it was perfect because we were scheduled for a private session to collaborate on her heart-felt brand message. Together, using the Branding from the Heart™ Method, we came up with a compelling name and brand statement that sets her apart from others in similar fields. Because it started with her Attraction Plan and what makes her tick, the resulting brand is authentic and easy to express.

A week later, Meardis was at the mall hiring a make-up artist for her website photo-shoot when a woman nearby overheard her conversation and asked, “Oh, so what do you do?”

Here's what Meardis told her, "I'm the Career Mystic. I use metaphysical tools to empower career women to answer their spiritual calling at work, at home and in the world."

And instead of yawning, she looked back at Meardis with a look of curiosity and excitement and asked her more information!

See Meardis' site at <http://www.thecareermystic.com>

Now ask yourself: What life would be like if you had that kind of freedom of expression when discussing what you do? And then ask yourself how much business you think you're losing by not being able to authentically and compellingly describe what you do?

Before I changed my brand and clarified my message, one of my satisfied logo design clients hired someone else for her website. When I asked her why she had decided not to work with me on her site she said, "But you don't do websites, do you?" Clearly I had overwhelmed her with the litany of things I could do and the result was that she wasn't really clear on what I do best.

Looking back I realize now that I was afraid I wouldn't attract enough of the right customers if I didn't tell everyone about every skill I have that can help them. I wasn't being authentic about who I really wanted to serve (spiritual business women and conscious entrepreneurs only!) and

then found myself revising my marketing to appeal to too many people.

When I changed my company name to Magical Marketing and started promoting myself as The Magical Marketer, I began attracting only the right customers for me, and repelling the wrong ones. My life has become easier as a result and my business is flourishing.

Chapter 8 in Review:

1. It is important to consider that unless you are truly authentic in your marketing, your perfect customers will not recognize you when they find you.
2. Determine whether or not you are ready to move forward with your authentic brand. If you are ready, let's move on to the Branding from the Heart™ process.

CHAPTER 9:

The Branding from the Heart™ Process

I speak with dozens of business owners every month and the biggest problem they face bar none is the inability to express what makes them different. They are mostly concerned with being too hypey or coming across fake in their marketing. They have a big purpose to share with the world, if only they could integrate that message into their brand!

That's why I developed the Branding from the Heart™ process, so you can clarify what makes you different and stand out without selling out.

The Branding from the Heart™ process empowers you to

- Tap into your authentic purpose and passion
- Share your purpose and passion with others in communications that promote all your offerings seamlessly
- Attract just the right people to you

You can use this method to come up with

- Business and Program Names
- Product, Service and Book Titles
- Blog Post Ideas
- Keyword Phrases for Search Engine Optimization
- Taglines.... and more!

***The Branding from the Heart™ process is simple,
yet has a deep, life transforming effect.***

When Meardis had that experience in the mall where a stranger asked for more information, she knew everything had changed. Here's what she wrote me, "Working with you on my Branding from the Heart has been the best investment that I have ever made. All the workshops, classes, webinars, and certification programs I've taken in the past never empowered me to speak in an authentic, cohesive, consistent and wildly attractive manner that attracts the right people to me and my work. Big Luv and Big Life to you Julia. I'm excited for what's to come. Love, Meardis "

When you use the Branding from the Heart™ process to clarify your brand and then share that with the world, you will attract clients who express their appreciation for you just as Meardis did with me. I want you to have the experience of, when people are calling you, they are very excited about you and they are so aligned with you that it's cosmic.

How the Branding from the Heart™ Process Works

Branding from the Heart™ is a process I literally downloaded from the Universe while I was working with a branding client. I asked her to make a list of all her "Tick Words" or the words from Part 2 of her Attraction Plan,

“What makes me and my perfect customers tick?” Then I asked her to make a list of all the words that reflect the offering or result of her services. When we combined words from each list, we came up with brilliant titles names and messages that are naturally imbued with her passion and gifts. Once we had those, we had already created the groundword for her brand statement and all the marketing and sales copy for her website.

The process is simple. In the coming chapters I’ll take you through the steps to creating your wildly attractive authentic brand titles, phrases and company message.

Starting the Branding from the Heart™ Process

Draw a line down the center of a sheet of paper. You now have 2 columns. At the top of the first column, you’ll write the title TICK WORDS and at the top of the other side you’ll write the title OFFERING / RESULTS WORDS.

Revisit the work you did in Chapter 2. I had asked you to write a list of your Tick Words. Take that list and put them in the first column under TICK WORDS.

Then in the second column under OFFERING / RESULTS WORDS make a list of your offerings (products or services) and/or the results of those offerings.

As an example, here are my columns:

TICK WORDS	OFFERING / RESULTS WORDS
Freedom	Marketing
Magic	Websites
Love	Branding
Wild	Seminars
Authentic	Artist
Intuitive	Breakthrough
Attraction	Clients

Once you have your columns, you can choose combinations by connecting words in the left column with words in the right column. These combinations can be used as titles for your business, your products or services, or your marketing campaigns.

Titles I came up with:

Magical Marketing (Name of my business)

Branding from the Heart™ (Name of my system and a corresponding virtual workshop. Notice I took the words Love and Authentic to create new words: ‘from the heart.’)

Wildly Attractive Websites™ (Name for my website services)

Authentic Marketing (Descriptive term for my services)
Intuitive Branding Artist (My title)
Client Attraction Breakthrough™ (Name of a course I developed)

When you simply LOVE a specific combination of words, you will resonate to the core of you, just like when you hear a favorite song. Make sure to write down the titles you come up with and keep them in a safe place. Some of them you may use right away and others you'll use later. It's a good idea to have them on hand for future blog posts, products or launches.

Chapter 9 in Review:

1. The words you use in your marketing are magical magnets that can attract your perfect customers to you.
2. When you use your magical words in your marketing, you feel self expressed and your perfect customers can more easily recognize you.
3. Make a list of your “Tick” words and a list of of your “Offering” words and combine them at random to come up with names and phrases.
4. When you resonate deeply with the combination you know you have hit on the beginnings of your authentic brand.
5. Keep note of any titles or special combinations you come up with.

CHAPTER 10: *Developing Your Authentic Brand Statement*

If you are like most conscious entrepreneurs, you have struggled for years trying to decide what to say about your business. Like my client Meardis from the earlier chapter, you may find yourself making the mistake of listing your modalities and watch your potential clients grow bored as you detail every skill you have.

Another problem you may have is that you're afraid of how people will react to you when you are authentic.

To begin to solve these problems, you want to develop a clear, concise and inspired brand message that will become the answer to that question you so often hear, "What do you do?"

The Branding from the Heart™ process recognizes that what makes you tick and sharing that clearly in combination with your Perfect Customer Profile and your offerings or the results you provide is exactly the formula for attracting perfect customers.

In the previous chapter I came up with several titles, names and descriptions for my business using the Branding from the Heart™ process. To come up with an Authentic Brand Statement, I can bring in more of my tick and offering

words, as well as words that reflect my perfect customers to help clarify my message further.

For your brand message to attract your perfect customers, it needs to be consistent and convey the essence of your purpose and your work. I have developed a formula for this that I've used successfully with my business and my with my clients.

Branding from the Heart Authentic Brand Message Formula:

Your Perfect Customer Description (who they are)

+ Your Gift & Offerings (how you help them) +

+ Your Why (your Soul Purpose)

= Your Brand Statement

Here are the building blocks for my Authentic Brand Message:

My Perfect Customer Description:

Spiritual Business Women & Conscious Entrepreneurs

My Gift & Offerings:

to Help Them Clarify and Express their Purpose through Branding and Websites that Attract

My Why

Inspiring a Revolution for Self-Expression

My Brand Statement:

I help spiritual business women and conscious entrepreneurs clarify and express their purpose through branding and websites that attract their tribe and inspire a revolution.

Here's how I could expand that out into a 30 second speech, adding more of my Tick Words and relating more to the audience:

Did you know that your true life's passion is the most attractive thing you can share in your marketing? My name is Julia Stege and people call me the Magical Marketer because I help spiritual business women and conscious entrepreneurs clarify and express the beauty and magic of their purpose through branding and websites that attract their tribe and inspire a revolution. Many of my customers have said that my authentic approach to marketing has transformed their business and their lives, allowing them to transform the world. Ask me for a complimentary Magical Strategy Session to start attracting your perfect customers authentically.

With a bit more time to share, I'm able to start off with my whole premise: Your life passion is your most compelling thing you want to share in your marketing. Just that part would distinguish me from other marketers.

Using the Branding from the Heart™ Authentic Message Formula, start developing the words and phrases that will

distinguish you and compell your perfect customers to interact with you.

Chapter 10 in Review:

1. To create your Authentic Brand Message you want to clarify and combine these elements into one statement:
 1. Your Perfect Customer Description (who they are)
 2. Your Gift & Offerings (how you help them)
 3. Your Why (your Soul Purpose)
2. If you want to extend that out into a longer statement, include more about what your perfect customers are suffering from as well as a free offer that will begin to solve their problem immediately and entice them to connect with you.

CHAPTER 11: *Determining the Look and Feel of Your Brand*

Once you've developed your brand statement, it's time to determine your brand aesthetic. You want to ask yourself what is the visual expression of this statement? What is the feeling of my message? What are the perfect symbols for my brand?

Consider that your visual brand represents you when you are not there to express the beauty and magic of your essence in person. Therefore, you want the look and feel of your brand to resonate with you deeply, because when you resonate with your brand, your perfect customers will also resonate with it.

You may have heard marketing experts and gurus say exactly the opposite to what I'm saying here. In traditional marketing, the focus is on targeting the client and luring them to the offering rather than expressing the business owner's purpose.

I even heard one of my top-level branding colleagues say, and I quote, "I don't give a rat's ass whether or not you like your logo. What is important is that your potential clients respond to it."

What my colleague's old stale approach to branding ignores is the Law of Attraction which states "Like Attracts Like."

When we create our brand aesthetic to match our own, our perfect customers who are like us will also be drawn to it.

I remember I was at a business networking lunch when a woman came up to me holding a post card in her hand. She showed it to me and said, “Is this your design?” I replied, “Yes, that’s my post card for Branding from the Heart.” She held it up to her heart and literally hugged it saying, “This is me!” I corrected her, “No, it’s me, but you feel that way because we are so aligned. Let me create a logo for you that is truly you.” And that’s what I did. She loves the logo I created for her!

You know you’ve got the right brand when you can hold it to your heart and say, “This is me!” When that happens, your perfect customers will feel the same way.

Here are the steps I ask my clients to take when I’m designing their brand image, logo, website, and marketing materials.

You can easily do these things at home to begin developing your authentic brand visual.

Step 1 is to start collecting images that reflect your purpose.

Get into the mood of your “tick” and go online or look through magazines searching for images that resonate with you. If your word is beauty, then search for images that feel like beauty to you.

If another word or phrase inspires you, do the same thing for that word or phrase. Perhaps it's a color, or a scene, an animal or entity of some kind that attracts you, or it could simply be a font you really like.

The images you find will help you develop the visual language for your brand, but don't analyze too much about what you are choosing.

Just allow yourself to get into the feeling of what makes you tick. This is all about using your intuition and feeling nature to discover the aesthetic that represents you.

Step 2 is to save your images.

One tool that is very helpful for this exercise is Pinterest.com. You can create a folder for "My Aesthetic" and then go through Pinterest searching for images you like and repin them. (See my Pinterest Boards at <http://www.pinterest.com/magicalmarketer>)

Or if you prefer google, you can right click the images you find there and save them to a folder on your computer. If you are cutting pictures from magazines, save them in a folder or scrap book so you can access them later.

These images are meant to describe or reflect your purpose so you can communicate to a designer or other partner about your aesthetic. But be careful not to use these images in your marketing unless you purchase rights to use them, or they advertise as free stock images, or they are so old as

to be in the public domain (over 50 years in most cases.) Otherwise if you use them, you may be infringing on the artists' rights.

Step 3 is to collect usable imagery for your marketing. You will want to purchase imagery from stock image sites for your brand visual (ie logo or main aesthetic design) as well as for posts on your facebook page, blog and other social media pages where you connect with potential clients and express yourself. Social Media and blog posts are more attractive when they contain an image that resonates with you. Develop a collection of images that reflect your purpose so you can select the right picture for your marketing purposes. There are some great sites where you can find free or low cost images.

I use Dreamstime [you can get free images from them using this link: <http://bit.ly/magicalfreeimages>.] Dreamstime also conveniently allows me to “Pin” images I’m interested in to discuss with my clients later.

Step 4 is to get some help creating your professional brand imagery. If there’s one thing I’ve learned in over 30 years of designing brands is that creating a unique, evocative visual expression of an abstract idea, belief, emotion, mission or purpose is not easy.

You cannot expect to be able to do this yourself unless you have also spent years of your life developing visual communications skills. If you are going to invest in anything

for your business, what will bring you the most return for your money is a professional image that captures your essence and attracts your perfect customers.

Remember Meardis from the previous chapter? When we were developing the visual brand for her new “The Career Mystic” website, we searched together for images that felt mystical yet grounded, colorful and natural. Together we decided upon all the images used in the design.

We also discussed the details about the photograph of her we would use, how her expression would reflect her purpose and entice people to want to connect with her. We chose a stunning head shot and I combined the image of her with the Dreamstime image, plus a font selection and colors that resonated with her. The result is a beautiful and magical visual representation of her purpose. You can see it at <http://www.thecareermystic.com>

Your exercises in Steps 1 and 2 will help you to communicate your aesthetic to your branding artist. If you would like to speak with someone from our team about your brand and explore how we can help you, apply for a Magical Strategy Session at <http://www.magicalstrategysession.com>

Chapter 11 in Review

1. When choosing imagery for your marketing, get into the mood of your brand message and what makes you tick.

2. Choose images that you resonate with deeply, collect them in one place. I like to use [Pinterest.com](https://www.pinterest.com) for this purpose.
3. Have a professional combine your unique elements into a cohesive brand visual.

CHAPTER 12:

Your Attraction Marketing Funnel

The marketing funnel can be easily understood when you think of it visually. Imagine a regular kitchen funnel that is wide at the top and narrow at the bottom. You can put more stuff in at the top and it comes through the smaller spout at the bottom. A marketing funnel works similarly, with a big top that attracts a bunch of potential clients and filters them through some actions that eventually lead them into your programs and offerings.

At the top of your funnel is a wildly attractive free offer. You want to provide something that will capture the attention of your ideal client. Your free offer is designed to entice them to give you their name and email address in exchange for a valuable tip, tool or free session with you.

Then once you have their contact information, you start guiding them through the funnel via auto-response emails that go out sequentially. These letters should be designed to help your potential customer experience what it's like to work with you so that they are empowered to decide whether to purchase your product, join your program or hire you for your service. I recommend that your auto-response campaign include 3-5 letters after which they go into your regular e-list to receive your newsletters.

You will need an email newsletter service to collect names and email addresses from your site, and to send out ezines or letters to your contacts on a regular basis.

I personally use the following services :

- Mail Chimp
- Constant Contact
- 1ShoppingCart

Here are the steps to create your wildly attractive marketing funnel and generate prequalified leads to fill your pipeline with perfect customers.

Step 1: Get into the mood of your brand message (your tick). What makes you tick? That's always how we start. If your marketing comes from the core of who you are, the very unchanging core, then you will be an unmoving, solid, radiant attractor, like a stable lighthouse and not one running up and down the beach.

When you share from that core place and that is the basis of your marketing, it's going to be wildly attractive to your perfect customers. When you're feeling the pull of your purpose, the ideas that will forward your purpose along with the words that you are meant to say will just flow out of you.

Step 2: Develop a wildly attractive free offer. The best option will provide your potential customers with the first step of your program so it becomes easy to guide them from checking you out to hiring you.

What's the first thing you want your clients to do? Do you want them to answer some clarifying questions? Do you want them to listen to, read or watch a lesson by you? Think about what you'd want anyone you work with to do first and then make that your free offer.

Your free offer should describe this first step and where you are leading them, and give them just enough help to start solving their problem.

A small percentage of people who download your free offer will be able to actually solve their problem without working with you. This is still a good thing because they will tell others how helpful your free offer was. The majority of folks who opt in for your gift will not be able to solve their problem alone. Taking this first step on their own will give them a sense of what it will be like to work with you.

You might want to create a valuable report that saves them time, a list of tips, or a video training, audio book, or short ebook that forwards your unique approach.

My free offer currently includes an Attraction Planning Worksheet along with 2 short (approx. 5 min ea) videos that offer a brief training in how to use it. You can find my free offer at <http://www.MagicalMarketingToolkit.com>.

This leads into an auto-response email campaign that invites my prospects to connect with me directly in a Magical Strategy Session. During that session I guide them

toward the program or service that is appropriate for their needs.

Don't give away the farm. You want your free offer to be valuable, but you don't want it to detract your client from hiring you. You must decide how much to give that will give them the flavor of you and begin to solve their problem without giving them the mistaken impression that you have completely solved their problem. This allows them to take that first step with you and whether they work with you or not, you leave them better off. We want to be helpful and we have to trust that the people that like the stuff we have will want to hire us.

Take the time to make your free offer worthy of a paying client. One of my mentors makes a habit of offering thousands of dollars of value with his free offers because he knows that his perfect customers will say, "If he gives this good in the free offer, imagine how great the paid program is!"

Step 3: Create the sales copy to promote your irresistible offer.

Ever since I began creating websites back in 1997 I always have advised that my clients write authentic copy for their websites. The best way know how to write authentic copy is to write stream-of-consciousness without concern for perfection. Best-selling author Anne Lamott calls this a "Shitty First Draft."

I tend to reject sales copy writing formulas because I notice too many people using them and it smacks of inauthenticity. That said, it helps to include a headline or series of questions at the top of the page that help your perfect customers recognize that you are the solution to their problem, and then follow that up with enrolling copy that inspires them to take the desired action, in this case to sign-up for your free offer.

If you are accustomed to writing blogs or marketing text, you may be competent to write and edit your own sales copy. However I notice most of my clients don't have the writing experience to carry them successfully through all the stages of creative development and refinement of enticing sales copy. If you relate more to the latter case, I recommend that you work with a professional editor or copy writer to perfect your sales copy once you've written your "Shitty First Draft."

There are a number of options available to you when seeking editing or copy-writing help. Here are some ideas:

1. You may have a friend who has taken copywriting classes or who is a natural editor. Offer to do an exchange where you help them with their copy and they help you with yours.
2. Ask around at your local networking groups for recommendations for an editor or copy writer. A recommendation from a colleague can help you avoid

costly mistakes from hiring the wrong person.

3. Notice if you see copy that you like and connect with that person to discover who their writer or editor is.
4. Check out elance.com, craigslist.com or other online directory and search for editors and copy writers. Double check sites like Yelp and LinkedIn to see if you can find reviews about their services before contacting them.
5. Search on google.com for someone in your area if you like to work face to face, or someone with a specific expertise, ie “spiritual business copy writer.” Also check online reviews.
6. Magical Marketing provides copy-writing and blogging services. Learn more at [Magical-Marketing.com](http://www.magicalmarketing.com) or apply for a free strategy session at <http://www.magicalstrategyssession.com>

Step 4: Create an auto responder campaign that automatically takes people from checking you out to hiring you.

Once you have your sales copy for the free offer, you want to create an email auto-response campaign to guide your potential clients to connect with you. I recommend between 3 – 5 letters that will be scheduled to go out every 2-3 days after they download the offer.

These letters should be designed to offer the potential clients some real benefit. They downloaded your free offer in order to solve some immediate problem they have, and your letters should give them a bit more in such a way as to inspire them to reach out to you personally.

Your letters should include a tip at the beginning followed by an invitation to your offer (either a free consultation or a small ‘upsell’ from the free offer.) You will want to set this up with an email blast system like Constant Contact (include affiliate link) or Mail Chimp (include affiliate link). If you want to experience how I handled this, just download my free offer at <http://www.magicalstrategysession.com>. Within a few days you will start receiving my tips along with invitations to a strategy session with me.

Behind the Scenes with my Client Sharon as we Developed Her Marketing Funnel

My client Sharon has a purpose to help people experience their bodies to the fullest. As a youth, Sharon was always pushing her body to do new things and she loved to help others do the same. This passion led her to purchase a massage spa in the Northern California wine country.

Sharon’s Spa provides walk-in massage services as well as low-cost high-end monthly massage and facial services. Her goal is to attract perfect clients via the Internet, so she created some special offers for clients at a discount to entice them to join.

To start, we clarified her tick and got into the mood of it. We actually wrote her tick out and put it in the sales copy; “taking care of people has always been my number one purpose in life.”

Next, we determined that the biggest problem facing massage envy clients was pain. So the free report was going to address pain while forwarding her mission. We would take them through 5 steps and guide them to her offering.

Sharon’s client base is comprised mostly of folks over 40 who are beginning to experience the pains of aging. A lot of people don’t feel they can actually experience less pain as they get older. To catch the attention of her clients, we titled the report, “5 Steps to Becoming Pain-Free as You Age.”

To introduce the report, Sharon wrote, “This report on living pain free is my gift to you so that you may engage in your life and live to the fullest.” Notice how Sharon’s purpose is coming clear through the sales copy.

Once we had the title, we could easily craft the sales letter and report using Sharon’s knowledge and a bit of online research.

The five steps Sharon defined were movement, hydration, positive attitude, anti-inflammatory foods, and massage. The sales copy could act as our outline for the rest of the copy so we wrote that first.

We wanted our sales copy to come from heart, identify the main issue facing the client, empathize with the client, show them a way out of their trouble, tell them the results they can expect, and introduce Sharon and her mission as well as include a well crafted offer.

This campaign provided Sharon with a steady flow of pre-qualified and informed prospects seeking assistance with pain.

During one of my live Branding from the Heart Intensives, I provided coaching during a Heart Seat Session with my client Michelle to come up with an Irresistible Free Offer. I include the transcription of this coaching session as inspiration while you work on your free offer. (Access to the Branding from the Heart Intensive can be found at <http://www.brandingfromtheheart.com>)

“Free Offer” Heart Seat With Michelle

Michelle- What makes me tick is talking to people about the opportunities of death and transformation. I really like exciting people about the possibilities of personal growth in difficult times and change. Death is one of those changes. It’s about exploring your soul and purpose. My website is www.secretsoflifeanddeath.com

Julia- So what makes you tick is death and change as an opportunity. When you were a kid, how did this express itself?

Michelle – I didn't think too much about death as a kid but I always wanted to help people with their problems. I was like a mediator. I wanted to make people feel better. It seems like the topic of death has been more recent for me because of my own experience. I always wanted to help people.

Julia- What is it about death and change as an opportunity that floats your boat?

Michelle- I wrote this thesis on reality, transformation that in order to change from one way of being to another way, the old system has to crumble. What excites me about death and grieving is that that old way in how you have lived your life crumbles and is no longer viable. In that void, there is an amazing opportunity to build a new way of being and underneath that is the souls purpose.

Julia- What is your system?

Michelle- so far, it's been presentation screenings for people and having dialogues about death and help them to break the ice. I have been facilitating a grief group for a long time. I'm thinking I could be a guide for individuals. That's my idea. I have great ideas for helping people to deal with the emotional side of change.

Julia- which do you prefer, the grief or the life threatening illness?

Michelle - I like both. I've got more experience with people who are grieving.

Julia - You have more experience in grief so it will be easier for you to create an enticing free offer to help these folks. The other area is more difficult to explain, so you can for instance do blog posts on life threatening illness. Let's say your free offer is going to help their grief. So what's the first thing you would have someone do if you were going to work with grief?

Michelle- I would have them tell their story

Julia- Since we want to make sure this free offer helps them and they already know their story, what would be the first thing you would want them to look at inside of their story? What are you looking for when you are listening to their story?

Michelle- At the beginning it's just their opportunity to tell their story, which allows them to experience their emotions. Typically what people do is they try hard to shut it down because it's painful. The reason you tell the story is that it frees people up. There's a wound that's been caused by the loss and in order to heal, you need to let it bleed and release.

Julia- So actually the first step would be to experience the emotions.

Michelle- Yes and there are other ways that you can get people to do that

Julia- What are some other things they could do?

Michelle- they could do something like an artistically creative activity to honor the person. They could look for an object or a poem or song that most connects them to the person who died. They could make a list of attributes of the person that defines who that person was for them. They could talk about regrets they have regarding the person who died. People who are most likely to seek help are those that were impacted by the loss.

Julia- we could say, 5 strategies or essentials for relieving your grief. Let's go back to what it is your purpose is and your tick

Michelle- My "Tick Words" are self-discovery, awe, awareness, beauty, breathing, communication, creativity, curiosity and evolution. Results are: transformation, guidance, awareness, information, insight, learning, clarity, acceptance, relief and forgiveness

Julia- Using the Branding from the Heart method just randomly, and including the problem you solve for people, ie their grief, here are some possible titles. And the ones we reject for the free offer might become a title for a blog post or other marketing piece.

- The Beauty of Grief
- Self Discovery Through Grief
- From Grief to Self-Discovery
- 5 Ways to Transform Grief into Relief

- Experiencing Awe Through Acceptance
- The Guidance of Grief
- The Clarity Grief Brings
- The Grief Relief Toolkit

One suggestion could be a report entitled, “From Grief to Self-Discovery...5 Ways to Transform Our Lives after Loss, Tragedy or Life Changes.”

With a free offer like this you could start by giving them a few steps and then follow up by saying there is a whole program that will help them transform their lives after tragedy or loss.

Michelle- I’m also realizing that is just a little piece of the whole puzzle and if one doesn’t work I can always change it.

Julia- You will want to give this a bit of time to work. First you write your report. The next part is to entice people to want it. The copy to promote it will show off the benefits of your steps. In the sales copy, we want to address the concerns of a person reading it.

Maybe we could use more of your tick words in a headline on the home page of your site: Don’t you wish you could transform your grief experience into awareness, insight and acceptance?

Then once they opt in for the report you can start sending them emails that expand on the 5 steps and guides them to your program. What would you like to guide them to?

Michelle- I have a program to help them work through their grief.

Julia- Do you have some text to promote that program?

Michelle- Yes, I do.

Julia – Then make sure to put some text in your auto-responders in a way that provides heart-felt assistance and then edit in the program promotion to gently guide them into deeper work with you.

Chapter 12 in Review

The four steps to creating your marketing funnel are

1. Get in the mood of what makes you tick and create from the heart.
2. Develop an irresistible free offer that takes your people through the first step of your system. You will offer this on your site to collect the names and contact information of folks seeking your services.
3. Write the sales copy to promote the free offer on your site
4. Write an auto response campaign to follow up with folks who download your free offer.

CHAPTER 13: ***Branding your Products and Services***

In this chapter I will guide you in using the Branding from the Heart™ process to name your business offerings in a way that is consistent with your brand message.

What this does is allow you to easily share your offerings within a consistent context so your prospects and clients understand what you are offering and are compelled to connect with you.

I have organized all of my offerings to fit one inside the other. Each smaller offer is contained within the larger offer all the way up to my high-end services. I have named these within the context of my brand by including my “Tick Words”

Free Offer #1: Magical Marketing Toolkit

Free Offer #2: Free Webinar “Branding Basics for Spiritual Business Women and Conscious Entrepreneurs”

Free Offer #3: Magical Strategy Session

Program #1: Branding from the Heart Home Study

Program #2: Branding Breakthrough (BFH Home Study + Private Consulting with me)

Program #3: Branding Breakthrough VIP (#2 plus more private consulting)

Program #4: Wildly Attractive Website Branding & Development (#2 plus design & programming services)

Program #5 Wildly Attractive Website Writing, Branding & Development) #3 plus #4

Program #5 Soul Symbol & Logo Design (Program 2 + logo and symbol design)

The first step to naming your products is to make a list all the problems you solve for your clients along with the products or services with which you help them.

This will help you to sort out what you have to name. I suggest you go through these offerings and feel into which ones match your brand statement the best, and which offerings are the most popular. Sometimes a problem you solve can become the name of a package of services. Sort what you have to name into a column on a page.

Now get out your list of Tick Words and create a second column. Look over both columns and see if you can combine Tick and Offering Words to come up with great names.

Here's an example of how I named my business services. First, I listed the problems my customers experience.

My customer's issues are:

- They don't have a clear brand message
- They don't know who their perfect customers are
- They don't have a consistent visual aesthetic for their business
- They either don't have a website or their website is sub-standard
- They don't have social media sites or don't know how to maintain them.
- They don't have good marketing materials for their biz.
- They don't have a clear Marketing Plan
- They need ongoing guidance in marketing

I solve these issues with

- Branding & Marketing Consultations
- Brand Symbol & Logo Designs
- Website Designs and Production
- Social Media Set Up and Maintenance
- Graphic Designs
- Webinar Trainings

My most popular services are:

- Branding Consulting
- Logo and Soul Symbol Design
- Website Design & Production

My Tick Words are:

- Attractive

- Authentic (from the heart)
- Beauty
- Intuitive
- Magical
- Soul
- Wild

Names I Came Up With:

- Branding from the Heart Consulting
- Soul Symbol & Logo Design
- Wildly Attractive Websites
- Magical Marketing Plan
- Social Media Magic

I suggest playing with a variety of combinations until you find the ones that you resonate with the most.

If you have several names you are choosing between, I find it helpful to show them to trusted colleagues to get their view on which are the most attractive. I like to ask the clients in my Magical Marketing Inner Circle to comment when I have a new offering. You can create a team of advisors willing to spend just a minute or two to give their input.

Chapter 13 in Review

1. Make a list of the problems you solve for your customers. Order them by popularity with your customers.

2. Make a list of the services you offer to solve those problems. Order them by popularity.
3. Get out your list of Tick Words and combine those words with those services you listed above.
4. Play with a variety of combinations till you come up with ones you love.

CHAPTER 14: *Creating Your Umbrella Brand*

Often entrepreneurs come to me with a variety of offerings that they don't know how to promote cohesively. Sometimes it seems as though they need a separate business for each offering, and this is unmanageable. When they go out networking they don't know which business to promote and dividing up their calendar for marketing efforts in too many directions is confusing.

What I tell them inevitably causes them to sigh with relief: There is something inside of you that unites everything you do. When you promote that, folks you attract will want everything you have.

The core uniting force within you is your Soul's Purpose... your ultimate calling. When I develop Umbrella Brands for my clients, we first discover what is most important to them. Then we unite that with their various offerings to create a unified container for everything, united by their purpose. Often what we discover is that in the end there is only need for one brand, and that my client's offerings are a lot more cohesive than they realized.

To discover your umbrella brand take the list of offerings you made in the previous chapter and ask yourself what words from your Tick list apply to all the offerings. For instance, the word Magical Marketing applies to all my

offerings. That's how I came up with the name Magical Marketing.

If there are several words that apply to all your offerings, great. See if you can use the Branding from the Heart method to come up with several Umbrella Brand names and feel in to which one is best. You can also ask a group of trusted colleagues to give you feedback on the several options you come up with.

Chapter 14 in Review

1. To come up with your Umbrella Brand take your list of offerings from Chapter 13 and combine them with your tick words to create Brand Names.
2. Run the names by several of your trusted colleagues, those who match your perfect customer profile, and choose the name that most resonates with you and your people.

CHAPTER 15: *Attracting Your Perfect Customers Online*

Now that you have your brand and offerings clarified, you are ready to share your message with the world and start attracting your perfect customers online. This has become easier and easier as tools like blogs and social networks become more popular and user friendly.

To attract your perfect customers using these methods, you want to present yourself in ways that express your purpose, provide compelling content, and that make other people feel good

Your Wildly Attractive Website

The most important tool for attracting and converting perfect customers online is your website. This is your online hub, the center for all your online activity. Your website actually represents you to the world when you cannot be everywhere at once. It's therefore vitally important that your website be a true reflection of your personality, your purpose and your gifts.

As a branding person with a Masters of Fine Arts in Media Studies, I can apply a brand to any medium for any purpose, but I'm known for uniquely beautiful and compelling websites. This is because the website is the key tool I create for my branding clients.

To ensure that your website represents you well and effectively interacts with your site visitors, make sure that it includes your brand message and your visual aesthetic as well as a clear invitation to download your free offer.

All of the websites we create at Magical-Marketing.com are now on Wordpress format because these sites rank well, are easy to update, and include an integrated blog. I have discovered that blogging is the #1 way to attract visitors, media interest, and ultimately potential clients.

Authentic Blogging

A lot of people ask me if blogging is really all that necessary for conscious entrepreneurs. After all, it takes a lot of time (so they think) and energy to blog, and anyway, they don't really know what to write about, how often, or really WHY?

There are a lot of reasons a blog is important, but they all boil down to being found online. People are looking online for solutions to their problems, and millions of them turn to blogs for answers.

Also, people don't have to know about your blog to find it. Google gives blogs high ranking so it's easier for folks to find you when you have an active blog. Google loves blogs because folks who write blogs generally keep their sites fresh with new, useful content. Therefore a site with an integrated blog is likely to attract hundreds more unique visitors per month than one without.

Statistically, blogging is becoming a central feature in any marketing campaign. Check out these numbers to discover why:

- 80% of media find topics and talent through blogs
- Over 350 million people worldwide read blogs
- Wordpress and Blogger both report staggering growth in blogosphere
- 50% of web consumers are likely to recommend a brand they learned about on a blog

Blogging is an activity that works better the more you do it. The challenge is to ongoingly create interesting and helpful blog posts that authentically reflect your heart-felt brand.

As a conscious entrepreneur, you want to be authentic in your blog so that not only can people find you, they will recognize you as well. When you share what you care about on your blog, you provide a window into your true self that helps your perfect customers feel more confident about hiring you.

Your blog is a great place to try out the Branding from the Heart™ process. You can use the information in Chapter 6 to come up with blog titles.

I also suggest you sit down and write out a list of topics of concern to you and your perfect customers. Think about the questions your customers ask you, the problems they typically face, and the various ways you know you can help.

Since you will want to blog once or more weekly to keep your blog fresh, this list will come in handy.

Schedule a time every week to create your blog post, get out your list, and start writing. The beauty of blogs is that they don't have to be long, about 250 - 350 words is ample.

The bottom line is that when you create interesting, helpful content ongoingly on your site, you can attract more traffic while you build your reputation as an expert.

Social Networking from the Heart

Social Networks have become so popular over the last several years that it's imperative to post your profile and update your content on a variety of Social Networks ongoingly.

It's possible to have your blog be the main activity you engage in online and have it update important social networks like Facebook, twitter, etc.

There are simple ways to automate this but you have to make sure you are contributing to these sites regularly.

Our rule for posting on Social Networks is to share uplifting insights, tips, ideas, and personal caveats about 80 % of the time, and invite folks to consume your free offers the other 20% of the time.

The benefits of social networks are:

- High visibility
- High google ranking, build a large following
- Build an online reputation easily
- Can be updated automatically from blog or other management tool like TweetAdder (www.tweetautomatically.com)

The top social networks for business are:

Facebook, Twitter, Linked-in, YouTube and Pinterest.

The biggest challenge that entrepreneurs have is knowing what to do on social networks to attract clients without being salesy and smarmy. Social networks is more about creating buzz and being on people's mind than it is about sales. The idea is to attract people to you who are interested in what you have.

Here is a simple strategy:

Uplift others first and most often. Do this by clicking the "Like" button and leaving positive comments on their posts. You can also share their posts with your followers. Also, If you have an experience of their work, write a post on their page about how great they were. You can also post uplifting quotes on your news stream on a regular basis.

After you have uplifted others, then share your offerings. People will be turned off if you put too many sales pages out, even if it is a fan page.

If you want to attract clients, be easy to find. The key is to be everywhere. Make an effort to produce multiple online profiles and update them frequently, while focusing on one or two main sites to build relationships in.

You can have a little article on your blog with a link at the bottom of you site and repost in article marketing sites. There are many ways to connect with clients and you can do them one on one and in groups. You can do teleclasses, webinars and free consultations. These are the best ways to offer your potential customers a taste of you without having to commit much.

The Benefits of this Strategy Are:

- Build your lead list and fan base
- Give potential clients a taste of your offerings
- Attract joint venture partners
- Build a speaking platform
- Develop your message more broadly

I consider these vital strategies for allowing people to interact with you. If any of these steps are not in areas of your expertise, seek assistance! Magical Marketing provides a complimentary assessment process to help you determine what you need an offer a proposal. Apply at <http://www.magicalstrategysession.com>

Chapter 15 in Review

1. Make sure you have a website portrays your brand consistently and beautifully and inspires your perfect customers to interact with you.
2. Get a blog set up and start blogging! Make sure your blog is connected to your social networks so all your connections will be notified when you update your blog.
3. Start building a social networking following on Twitter, Facebook, Linked-In, YouTube and Pinterest, and other networks that interest you and your perfect customers
4. Always use your Authentic Brand Message in your online marketing for consistency and to build memorability with your tribe.
5. Seek assistance for areas of your branding and marketing that are beyond your expertise. If you are attracted to the messages in this book, Magical Marketing provides services designed specifically for you. Apply for your complimentary Magical Strategy Session at <http://www.MagicalStrategySession.com>

Conclusion

I hope you have enjoyed taking this journey with me into a new paradigm for marketing called Branding from the Heart.

There are a lot of small details to this process but it all comes down to one thing: share your purpose.

If you meet someone new, share your purpose.

If you have some copy to write for your website, share your purpose.

If you need to write a new blog post, share your purpose.

If you want to follow up with a prospect, share your purpose.

Remember, your purpose is the most compelling thing about you. Sharing your purpose will help others to find you and recognize you. You will attract people who are on the same life path as you are, who are interested in everything you do, who are inspired to live their purpose even more fully with your help.

Share your purpose and offer them a way to connect and interact with you. You will soon find that everyone in your client base is also your Soul Mate, loyal friend, confidant and source for endless referrals!

My goal with this book has been to inspire you to market from the deepest place in your heart so that the love you have for the world can shine brightly and transform people's lives.

So go forth and shine your light to the world and watch in wonder as you attract your tribe and inspire a revolution!



ABOUT THE AUTHOR

Julia D. Stege is known as the Magical Marketer because she helps spiritual business women and conscious entrepreneurs to clarify and express their purpose through branding and websites that attract their tribe and inspire a revolution. If you would like help with your authentic marketing, apply for a complimentary Magical Strategy Session by

visiting <http://www.MagicalStrategySession.com>

ALL CHAPTERS IN REVIEW

Chapter 1 In Review

Things to remember as you prepare to create your Attraction Plan (instructions for the Attraction Plan start in Ch. 2)

1. The Attraction Plan is designed to help you to develop an attraction based mode of thinking. Take time each day to focus on what you want and you will become a fine tuned magnet for whatever it is you desire
2. The things you want to attract are available to you through the people you attract into your life.
3. Try to forget about what other people want or what seems logical as you create your Attraction Plan. It's all about what's perfect for you.
4. Ask yourself, "if I can attract anything I want, and I can, what I want to attract is..." and then fill in the blank. Stay open to the magical realm of possibility.
5. Don't be like the lighthouse that sprouted arms and legs and ran up and down the beach in a frustrated attempt to attract more boats. Stand your ground and shine your unique light to the world and you will attract your perfect customers

Chapter 2 in Review

1. Make a detailed list of the qualities, characteristics and attributes of your perfect customers
2. Consider the personality characteristics as well as resources and their readiness to get started with you, among other qualities that are important to you.
3. If you want your customers to NOT have certain traits, take the time to consider the opposite of those negative traits and include those on your plan. Focus on the positive of what you want rather than resisting what you don't want.
4. Refine your plan daily. Make revisions to clarify what you want when you notice you've attracted someone who is not a fit.

Chapter 3 in Review

1. What makes you tick is what makes your perfect customers tick. You are both on the same life path and value the same things in life. Therefore sharing about what makes you tick will naturally attract your perfect customers.
2. Clarify what you are most passionate about, what is important to you, and what words give you the shivers! Write them down in preparation for creating a brand statement in Chapter 8.

Chapter 4 in Review

When working on Part 3 of your Attraction Plan, ask yourself what you want to experience in business and in life. It is helpful to consider:

- What you offer
- Your boundaries and terms
- Your goals

Chapter 5 in Review:

1. For everything you want there is a way of attracting it (LOVE) and a way of repelling it (FEAR).
2. Shift your way of being to that of LOVE or by embodying words that raise your vibration.
3. Choose a real or mythical figure to aspire to be like.
4. Declare who you are willing to be and name the being. Put the name on a post-it by your desk as a reminder.

Chapter 6 in Review:

1. Write down those instances when your Attraction Plan appears to be coming true. These are called “Signs of Land”
2. When you emphasize the positive, ie people matching your plan entering your life, by writing it down you will attract more of the same to you.

Chapter 7 In Review:

1. Make sure to revise your Attraction Plan daily, especially at first when you are just starting to develop your attraction mindset.
2. Think about what you want to attract NOW and make sure anything that is old or you no longer want gets removed from your plan and things you realize you do want now get added in.
3. Mostly you will want to work with your original plan so you can see what needs tweaking as you notice what you are attracting. However if you have a new relationship you want to attract or feel as though the old plan has an ‘old vibration’ to it, then create a fresh plan.

Chapter 8 in Review:

1. It is important to consider that unless you are truly authentic in your marketing, your perfect customers will not recognize you when they find you.
2. Determine whether or not you are ready to move forward with your authentic brand. If you are ready, let’s move on to the Branding from the Heart™ process.

Chapter 9 in Review:

1. The words you use in your marketing are magical magnets that can attract your perfect customers to you.

2. When you use your magical words in your marketing, you feel self expressed and your perfect customers can more easily recognize you.
3. Make a list of your “Tick” words and a list of of your “Offering” words and combine them at random to come up with names and phrases.
4. When you resonate deeply with the combination you know you have hit on the beginnings of your authentic brand.
5. Keep note of any titles or special combinations you come up with.

Chapter 10 in Review:

1. To create your Authentic Brand Message you want to clarify and combine these elements into one statement:
 - Your Perfect Customer Description (who they are)
 - Your Gift & Offerings (how you help them)
 - Your Why (your Soul Purpose)
2. If you want to extend that out into a longer statement, include more about what your perfect customers are suffering from as well as a free offer that will begin to solve their problem immediately and entice them to connect with you.

Chapter 11 in Review

1. When choosing imagery for your marketing, get into the mood of your brand message and what makes you tick.
2. Choose images that you resonate with deeply, collect them in one place. I like to use Pinterest.com for this purpose.
3. Have a professional combine your unique elements into a cohesive brand visual.

Chapter 12 in Review

The four steps to creating your marketing funnel are

1. Get in the mood of what makes you tick and create from the heart.
2. Develop an irresistible free offer that takes your people through the first step of your system. You will offer this on your site to collect the names and contact information of folks seeking your services. Write the sales copy to promote the free offer on your site
3. Write an auto response campaign to follow up with folks who download your free offer.

Chapter 13 in Review

1. Make a list of the problems you solve for your customers. Order them by popularity with your customers.
2. Make a list of the services you offer to solve those problems. Order them by popularity.
3. Get out your list of Tick Words and combine those words with those services you listed above.

Play with a variety of combinations till you come up with ones you love.

Chapter 14 in Review

1. To come up with your Umbrella Brand take your list of offerings from Chapter 13 and combine them with your tick words to create Brand Names.
2. Run the names by several of your trusted colleagues, those who match your perfect customer profile, and choose the name that most resonates with you and your people.

Chapter 15 in Review

1. Make sure you have a website portrays your brand consistently and beautifully and inspires your perfect customers to interact with you.

2. Get a blog set up and start blogging! Make sure your blog is connected to your social networks so all your connections will be notified when you update your blog.
3. Start building a social networking following on Twitter, Facebook, Linked-In, YouTube and Pinterest, and other networks that interest you and your perfect customers.
4. Always use your Authentic Brand Message in your online marketing for consistency and to build memorability with your tribe.

Seek assistance for areas of your branding and marketing that are beyond your expertise. If you are attracted to the messages in this book, Magical Marketing provides services designed specifically for you.

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