

MAGICAL-MARKETING.COM PRESENTS

ATTRACTING YOUR SOUL TRIBE ONLINE



SPECIAL HANDOUT BY JULIA STEGE THE MAGICAL MARKETER

Introduction



My name is Julia Stege, the Magical Marketer, and I've been using the powerful Strategic Attraction Plan™ * for over 10 years to attract my Soul Tribe from across the globe. I have noticed this simple practice of clarifying what I want to attract brings to me all the experiences I desire in business as well as in my personal life.

And now I have developed this process further into a revolutionary method for creating authentic branding and websites imbued with the power of the Law of Attraction. Using this method I call Branding from the Heart™, I have attracted over 40,000 like-minded followers from around the world and over \$1Million in sales, just by being my authentic, focused, active self.

This handout has several easy steps that will help you get started with your Attraction Plan and prepare to make the most of the free webinar *Attracting Your Soul Tribe Online*. Below are instructions on how to use the 6 questions of the Attraction Plan™ (AP) to prepare the groundwork for your wildly attractive online marketing.

Instructions

You may use the Worksheet below, or you may use your own journal or word processor to create your plan. There are 6 questions as well as a section for starting work on your Authentic Brand. It's best to relax and focus clearly on what you want to attract as you answer the questions. Remember, you can attract *ANYTHING*. Don't hold back!

1) What are the qualities, characteristics and attributes of my Soul Tribe/Perfect Customers?

Your Perfect Customers or “Soul Tribe” are those you want to work with who are on the same life path as you are. Write words that reflect their personality, what resources to they have, what problems they have, how they respond to you. Describe them here in as much detail as possible.

2) What makes me and my Soul Tribe tick?

Another way to put this is, "what is my true life purpose and the life purpose of my Soul Tribe?" What is your life's passion? What is the core point of attraction between you and your Soul Tribe? Describe it here as concisely and to the point as possible.

3) What do I want my Soul Tribe to expect from me?

If you have ever felt at the mercy of other people's expectations, this is your chance to be proactive and determine what you want others to expect from you. Write down the offerings you want to deliver, how you want to be perceived, what you want to achieve, and what you want your days to look like.

4) Who am I willing to be to attract what I desire?

For each item under number 3 that you have not yet 100% attracted, write it down here again. Then ask yourself, "who am I willing to be to attract this?" What word or phrase describes the way you would be if you attracted this? Write it down next to the item you want to attract. Now go forth and be that quality and watch as what you desire is drawn to you.

5) What are my next Attractive Actions?

What are the actions you are willing to take to attract what you desire? Take note of what are Attractive Actions vs. Dazzling Distractions. Attractive Actions move us forward on our life path while Dazzling Distractions take us away.

6) What are my Signs of Land?

It is important to take note of what we are attracting on a regular basis. When a sailor approaches land from sea, there are signs of land long before actual land is sighted, like certain weather patterns, or particular birds, sea mammals, and plant life. Similarly when we set course for what we desire in life and business, there are signs along the way that what we asked for is coming. Perhaps you asked for clients who are fun and someone calls from a game company, or you have asked for a more spiritual experience of business and you meet an inspiring spiritual teacher at a party. Taking note of these "Signs of Land" will help you to acknowledge your progress and flow toward the realization of your dreams.

Starting the Branding from the Heart™ Process

Write down a list of “Tick Words” ie words that describe your passion under the left column on this page. Then make a list of “Offering Words” ie words that describe your services, offerings and/or results and put them in the right column of the page. I will show you what to do with this list during the webinar.

TICK WORDS

OFFERING WORDS



**The Strategic Attraction Plan™ was first published in the book Attracting Perfect Customers: The Power of Strategic Synchronicity by Jan Brogniez (Stringer) and Stacey Hall. Julia Stege is a BEE-ing Attraction Wizard and a Strategic Attraction Coach™ Certified by Perfect Customers, Inc. Learn more about Perfect Customers at http://bit.ly/sacat_jds*