

BRANDING
FROM THE

Heart

MAGICAL
KEYWORDS
WORKBOOK



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Magical Keywords that Attract Your Soul Tribe Online

Introduction



My name is Julia Stege, the Magical Marketer, and I've been combining the Law of Attraction with authentic marketing for over 10 years to attract my Soul Tribe from across the globe. I have noticed the simple practice of clarifying what I want to attract and then taking attractive actions online brings to me all the experiences I desire in business as well as in my personal life.

I'd like to introduce you to a revolutionary method for creating Magical Keywords imbued with the power of the Law of Attraction. Using this method, I have attracted over 40,000 like-minded followers from around the world and over \$1.3 Million in sales, just by being my authentic, focused, active self.

This handout has several easy steps that will help you get started creating keyword phrases that reflect your purpose and attract your Soul Tribe online.

Go forth and attract!

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What makes me and my Soul Tribe tick?

To start this process, go deep within to discover what makes you 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.

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.

TICK WORDS

OFFERING WORDS

Creating Magical Keyword Phrases

You will be choosing at least one 4-5 word phrase using your Tick and Offering words in combination. This phrase is one you will use in multiple places on your website and in your online platforms like facebook, twitter, and your blog to get to page one of Google and attract your Soul Tribe Online.

Examples I've used:

(You can do a search on Google to see what platforms I used to get to page one.)

Law of Attraction Marketing Teleclasses

Branding from the Heart

Wildly Attractive Website Designs

Write your phrases here:

Notes: