

AUTHENTIC
Soul Tribe
ATTRACTING
Message
PLAYBOOK

BY JULIA STEGE
THE MAGICAL MARKETER



Introduction

Welcome to a revolutionary method for creating authentic messaging imbued with the power of attraction. Using this method, I have attracted over 40,000 like-minded followers online, and over \$1.5 Million in sales, just by being myself. I have also taught these steps for over 10 years, helping to free thousands of heart-based entrepreneurs from the confines of ill-construed or out-of-alignment traditional marketing techniques.

I have discovered that marketing the 'normal' way (those hypey, tricky strategies that I was taught back on Madison Avenue) don't work for conscious entrepreneurs with scruples. There is a better way to grow your business, starting with a message that reveals your soul and attracts divinely aligned clients.

This handout has several easy steps that will help you get started discovering your client-attracting words and putting them together in a deeply soulful brand message that distinguishes you and engages your tribe.

Prepare to cast aside any marketing techniques or strategies you've been taught that just don't feel right to you and start from nothing, allowing your intuition to guide the way.

This playbook, along with the live **Authentic Magical Messaging Playshop** you receive as part of this giveaway, will help you to always know what to say to draw in the right people who get you and your value. Please check the email we sent you for details to join the call.

I hope you enjoy this new paradigm for marketing. I truly believe that when you attract the right people to your heart-based business or organization, you can change the world.

Please feel free to reach out to me with any questions about the concepts and approaches outlined in this special playbook and training.



Love,

A handwritten signature of Julia Stege in black ink.

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Instructions

We start our journey by eliminating all we've ever learned about marketing, what it should be, what we should do, all the complicated strategies, and the newfangled ideas...

We also forget what good meaning advisors, friends and colleagues told us we should or shouldn't say or do...

In fact, we forget all thoughts and come to the present moment in stillness, allowing ourselves to be guided by our own intuition to the right words and phrases that express our essence and attract our tribe.

I recommend playing relaxing music and taking time to get centered before reading the questions below and allowing the words to simply flow. Do not worry at first about making sure everything you jot down makes sense or is well written. Just allow your deepest self to be expressed. Then come to the live playshop to refine what you've done.

PART I: DISCOVERING YOUR MAGICAL MESSAGING WORDS

What is most important to me, to my soul, right now? What is my life on this Earth really about?
What qualities of life are most important to me? *Notice the words you use to describe what is important to you.*

What are the qualities, characteristics and attributes of my Soul Tribe? What are my favorite clients like? *This is not a demographic but simply traits you want to attract in your clients. Again, notice the words you use to describe your tribe. These will become important in your message. Also, simply writing about what you want starts to bring it to you.*

What are the problems I help my Soul Tribe solve? *These are the problems you like to solve, that you were born to help with. This comes easy to you and energizes you.*

What is my Soul Tribe Profile? *Using the insights and words you discovered above, provide a short description (3-5 words) of your ideal client. I.e: Awakened Spiritual Entrepreneurs, Heart-Based Healers, Overwhelmed Stay-at-home Moms, etc.*

What makes me and my Soul Tribe tick? What is the main point of attraction between us? What is most important to both of us? *Again, notice the words you use. These will become your “Tick Words.”*

What are my offerings and the results I produce for my clients? *Again, notice the words you use. These will become your “Offering Words.”*

Now write your “Tick Words” in the column to the left, and your “Offering Words” in the column to the right. You will combine these to discover your most wildly attractive brand phrases.

TICK WORDS:

OFFERING WORDS:

Now combine them! You can randomly select a word or two from your Tick Column and combine it with a word or two from your Offering Column and write down the phrases you come up with. These can be used as a business name, tagline, program titles, blog or article titles, or your moniker. Notice when you use your Tick Words with your Offering Words, the feeling tone of your offering changes.

Tick and Offering Phrases:

PART II: HOW TO WRITE YOUR AUTHENTIC BRAND MESSAGE

Your Authentic Brand Message is a combination of your Soul Tribe Profile, the problem you solve for your customers, your Tick and Offering Words, all blended cohesively into a single sentence.

Authentic Brand Message Formula:

Perfect Customer Profile
+ The Problem You Solve
+ Your Tick & Offering Words
= Authentic Brand Message

JULIA'S EXAMPLE:

Perfect Customer Profile: Spiritual Business Women and Conscious Entrepreneurs

Problem I solve: Not attracting the right soul-aligned clients. Not having a clear message.

My Offering: Branding and Websites, Clarity, Soul Tribe Attraction

Tick Words: Magical Spiritual, Conscious, Clarity, Expression, Purpose, Beauty, Attraction, Soul, Tribe, Inspire, Authentic, Connection

Here is my Authentic Magical Message:

“I’m Julia Stege, the Magical Marketer and I help spiritual business women and conscious entrepreneurs to clarify and express their purpose through beautiful branding and websites that attract their soul tribe and inspire an authentic connection online.”

Now you try:

Perfect Customer Profile:

+ The Problem You Solve:

+ Your Tick & Offering Words

= Authentic Magical Message:



Let Me Help You

Join me, Julia Stege, the Magical Marketer, at the live Authentic Magical Messaging Playshop to learn more about this new paradigm of marketing from the soul, and receive assistance in perfecting your Authentic Magical Message. Check the email you received from Julia@magical-marketing.com for details to join the playshop.

For personalized assistance or to learn more about how Magical Marketing can help you attract your Soul Tribe online, visit <https://magical-marketing.com>.