



Magical
KEYWORD
Playbook

DISCOVER THE WORDS
THAT ORGANICALLY
GET YOU FOUND ONLINE

BY JULIA STEGE
THE MAGICAL MARKETER

Introduction

My name is Julia Stege, the Magical Marketer, and for over 20 years I have helped spiritual entrepreneurs and New Renaissance people to clarify and express their purpose through marketing that attracts their divinely aligned Soul Tribe online.

I have noticed the simple practice of identifying words that reflect your Soul and combining them with words that reflect your offerings will result in phrases that attract exactly the right people online... like magic!

With this Magical Keyword Playbook, you will be able to create titles and keyword phrases that distinguish your uniqueness and draw your ideal clients to you like magnets.

Using this method, I have attracted over 40,000 like-minded followers from around the world and built a solid 6-figure business, just by being my authentic, focused, creative self.

This fun playbook has several easy steps that will help you get started creating keyword phrases that reflect your purpose and magically attract your Soul Tribe!



Enjoy,

A handwritten signature of Julia Stege in black ink.

Julia Stege
The Magical Marketer
www.magical-marketing.com

PS: I love hearing from my tribe. Please reach out and let me know how you like this process!

What Words Reflect My (and My Tribe's) Soul?

To start this process, go deep within to uncover what your Soul is about. The magic of this is that your ideal clients are aligned with you on the Soul level, and thus they are attracted to your Soul Words. (Examples: Freedom, Love, Transformation, Beauty, Nature, Healing, Magic, Family, Connection)

SOUL WORDS:

What Words Reflect My Offerings and Results?

What are your Offerings. What Services do you provide? What Results to you produce through your Services? (Examples: holistic healing, graphic design, transformational coaching, Reiki certification programs, clarity of purpose, eliminating pain, adventure...)

OFFERING WORDS:

Creating Magical Keyword Phrases

You will be combining about 2-5 words from your SOUL and OFFERING WORD LISTS to create each Keyword Phrase. These phrases can be used in multiple places on your website and in your online platforms like Facebook, Twitter, and your Blog, to get you to page one of Google and attract your Soul Tribe Online. The more you consistently use the phrases, the more you will be associated with it in search queries.

Examples I've used:

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

Spiritual Website Design

Law of Attraction Marketing Webinars

Branding from the Heart

Wildly Attractive Websites

MY MAGICAL KEYWORD PHRASES

Where I Will Post My Phrases

There are thousands of ways to use your new phrases to attract people who are aligned with you. In the area below, select the places where you will post your phrases and write the Magical Keyword Phrase next to it.

- Blog Post Title _____
- Book Title _____
- Book Tagline _____
- Business Title _____
- Business Tagline _____
- Facebook Group _____
- Facebook Page _____
- LinkedIn Post _____
- Product Name _____
- Product Tagline _____
- SEO Tag _____
- Service Title _____
- Service Tagline _____
- Social Media Post _____
- Webinar Title _____
- Webinar Tagline _____
- Website Meta Tag _____
- _____
- _____

Notes: