

Brand Mantra:

What's the Soul of It?

7 Guiding Core Values

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Finding your market's pain points.

Soul of Business

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7 Guiding Values - What's the Soul of It?

What can I share that relates with product creation/
or reach creation?

How often can I share it with commitment in my current life?
Weekly? How many times a week? Or Monthly? How often in the month?

Make a calendar commitment to your sharing
structures. *Quarterly? 6 Months? a Year?*

What I can share that influences leveraged product selling/
creation:

Which social media outlet will work best for
sharing?

What can you give away that relates to building a relationship with the
product you will sell? **Name at least three.** (*Worksheet Downloads?
Challenges? Teleseminars? Webinars? Newsletters? Action Guides? Regular
Inspiration? Audios? Videos? Blogpost? Etc....*)

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NOTES: