

YOUR **SOUL BRAND**

Finding your Authentic Voice and its Value

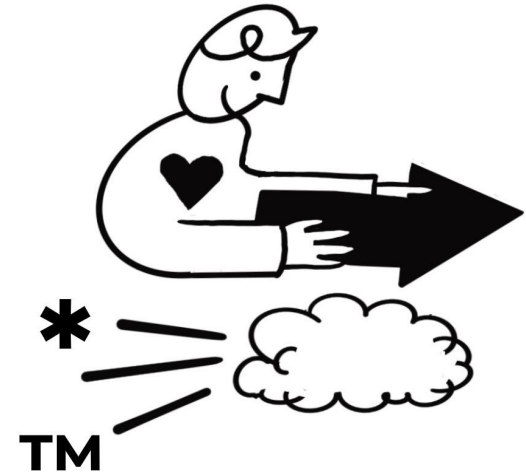
Program: Structure

Program Overview

- What to expect from
YOUR SOUL BRAND
- Review of content
- Structure and Content
- Next Steps

Your SOUL BRAND

HOW TO NAVIGATE YOUR PURPOSE WITH CONFIDENCE



YOUR SOUL BRAND

Program Structure:

- Defining your Purpose - Your 'Big Why'
- Articulating what is important to you and what is not!
- Harnessing 'more you' - all the values you can offer (experience and knowledge = Wisdom)
- Defining your 'Small Why' - who is your tribe?
- Understanding what makes your offering unique - your unique story
- Defining your specific niche
- Getting into action - forming your Soul strategy (application to social media)

Program Structure

- Weekly Class and Coaching
- Weekly assignment
- Daily practice

Weekly Class knowledge + Practice

Structure

- Going over the Week's module and agenda
- Following a step by step process
- Going over practice and assignment for the week
- Final Q/A and Coaching

YOUR SOUL BRAND (in a group setting)

Program Schedule:

1. Week 1: Your 'Big Why' - defining 3 areas of interest - that will drive your purpose/mission
2. Week 2: Focusing on the Purpose that attracts you the most
3. Week 3: Aggregating all the tools and experience you have gained through life
4. Week 4: Defining the audience - 'your tribe' - you here to serve
5. Week 5: Your Story - why what you are offering makes a difference (Your small why)
6. Week 6: Your brand - your signature offerings - your value
7. Week 7: Getting into action - forming your Soul strategy (application to social media)

Additional Information

I have been doing this THIS PROCESS – with commercial brands

- Business Organizations of all sizes invest their resources in the process of articulating their ‘Why’ and its value
- You are being offered here for a fraction of the cost – the same process to build your own ‘Soul Brand’!



What's Next?

If this structure and process Calls you, please follow the following steps: Or let's have a free 20 min check in!

- To join 'YOUR SOUL BRAND' register through the following link: (Starting date 11/27)
<https://www.yourpurposework.com/product-page/copy-of-your-soul-brand-2023-foundation>
- Program is \$862.50 if paid in full - 25% off tuition
- Paiements: 50% upfront 50% by 5th week of program (two payments of \$575)
- Questions or Inquiries - [Schedule a Free Check In](#)
Or e mail: akivasn@gmail.com

