

Brand Your Magic Masterclass

# Step 1 to Becoming an Influencer & Authority

## Why are you here? What makes you special?

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### **These questions should trigger you.**

We're not here to be fluffy, surface-y as service-based entrepreneurs. We're not fucking around. We want lots of money made while making real change for real people's lives. We want to save people, guide them, change their Natty Lite life into a Martini on the Eiffel Tower.

So: why are YOU here? What makes YOU special?

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## **If you don't know who the fuck you are,**

*How the hell is anyone else supposed to understand who you are & what you do?*

## **Why are you here?**

In other words: WHY did you choose the entrepreneurial life? What do you want more of?  
What's your simplest, most basic desire here?

If it's money: why do you want more money?

If it's time: why do you want more time?

If it's freedom from any boss other than yourself: why do you want freedom?

**HOMEWORK:** Write down everything that comes up for your "why," and then ask yourself again "Why do I want \_\_\_\_\_?" The underlying whys of our choices are often revealed by going three layers deep into motivations.

The more uncomfortable and almost "stupid" your why feels, the more true it probably is. Your why may seem microscopic & unimportant when you look at it in all its naked glory.

For example: one of my fundamental whys is that I want to be able to nap at almost any given time. I have a chronic illness which can cause a lot of physical pain and exhaustion. Some days I just REALLY need a nap. Being an entrepreneur has allowed me to set up my life in a way that allows for my body's healing cycles.

## **What makes you special?**

I know you're special, with a magical flair, with amazing talents, with life-changing and world-altering dreams. I BELIEVE. Just like I know the sky looks blue -- I KNOW you are meant for Greatness. You Are Great.

*So what makes you special?*

What's your special sauce, your voodoo, your magic touch?

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What makes you special is going to be closely connected with your “why” + the next step into your self-journey, which is uncovering the 5 stories you need to be telling in order to be connecting with your audience & selling with ease.

It also doesn't have to be overly complicated.

**HOMEWORK:** What do you bring to the table -- your “you-ness” -- that no one else can? Describe it. Describe how your client receives your energy, how your energy impacts them, what changes you effect.

This is about *owning* what makes you different.

This is about *standing in your power*.

Ultimately, what we're doing here is becoming leaders. A powerful leader knows exactly why she's here & what makes her different.

For example: What makes me different is my unswerving belief in both mine and in others' dreams. I believe everything is possible if you put your mind to it. Decide then act. My special magic is infusing others with radical self-faith, inspiring them to connect more authentically to their big-ass scary dreams than ever before, and creating unique strategies that *actually achieve these scary goals*.

Wanna become a multi-millionaire real estate mogul and retire at 34? Sure!

Wanna write 3 bestsellers & travel the world speaking and changing lives? Sure!

Wanna become famous for being a bellydancer? Sure!

**HOMEWORK: WRITE DOWN YOUR WHY + WHAT MAKES YOU SPECIAL:**

