



BRAND BIG OR GO HOME™: INTRO

Do, do it. Let's do it. Let's do it. Yes. Hey, what's up you beautiful goddess, you? Welcome to brand big or go home. This project is all about your guru brand. Now why is this project important? This project is key because your brand is the entire way that your soulmate thrive experiences you, your work, your message, your mission and your mojo. Your products, your programs and your services. And there's a lot of confusion about branding. A lot of goddess gurus when they begin, start out by doing what I call, it girl branding, which is they look at whoever is the it girl in the space and then everybody builds the same exact website. The same exact voice. The same exact offerings. The same, the same, the same, the same, the same.

So then if I am the goddess that is needing help from one of these gurus, they're indistinguishable. I don't know? Should I go with person A or person B or person C? Who cares? They're all the same. But you want the right goddesses who are aligned to you. Goddesses and God's who are aligned to you, whatever you call the magical people in your tribe, to find you. And so the way that you are going to magnetize them to you, the honey that you are going to offer, begins with the foundation of your brand.

And so another error that I see in our tribe is that immediately, goddesses will go up in to a hole and start working on their logo, their colors, their website, their this ... You know, the website, the colors, the logo and they think that that is the brand. No. And then they wonder, "Well why, what happened? I built my brand." You didn't, because you started from the end and kind of worked your way around, putting together a pretty logo. I don't know about you, but I have never, ever purchased anything, muss less a service, a product or program, because of the logo.

Raise your hand if you did. I'll wait. So, none of that is your brand. Let's cut through the clutter. Let's build a brand of you. And the reason I call it brand big or go home, is that you've got to brand big, which means brand authentically to who you are, or your soulmate client goes home without the beautiful things that you have come to birth and offer. Okay. All right.

So are you ready? Here's one clue, something to think about. Your brand is in many ways, strange metaphor coming up, like a dog whistle. Hear me out, hear me out. With a dog whistle, only the dog, can hear it. Only those are meant for the brand can hear certain things. When I go to certain websites, or see certain guru's or see certain

products, I know oh my goodness, it's for me. They are speaking to me and it's a combination of certain factors. We will get in to that in this project.

Ready to get started? Okay. Here's another factor. You are the niche. You are the niche. All of the wonderful quirky contradictory things about you. You get to bring your whole self to the party. And that is where we begin to build your brand and branding and brand story from. All right, let's get started.