

Transcripts

CREATE YOUR *Divine* BRAND

Get Your Spiritual Gifts Out To the World in a Big Way!



with
Rev. Anne Presuel



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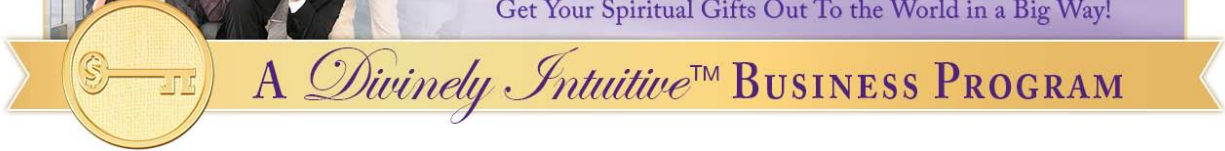


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For information, visit us at www.DivinelyIntuitiveBusiness.com or contact us at info@divinelyintuitivebusiness.com.



About Rev. Anne



Anne Presuel (the self-proclaimed "Irreverent Rev"), is the creator and CEO of Divinely Intuitive Business, LLC. She works with spiritual entrepreneurs to bring their sacred gifts to the world *and* make money while they do it.

Anne helps entrepreneurs with what she calls the "*Divinely-Broke Dilemma*" - the belief that making money and being spiritual can't go hand in hand. She shows them that the more money you make the more spiritual you can actually be because you have more to give back.

Her goal is to help her clients "*Get Their Divine ON!*" by tuning into their own 6th sense while building 6-figure businesses *on their own terms*.

Anne is also an Interfaith Minister, a Divine Intuitive™, and a master energy therapist. She lives with her husband, Dr. Francisco Presuel, in South Florida, with their four children... ahem, kitties.

Rev. Anne Presuel
Your 6th Sense Guide to a 6-Figure Business
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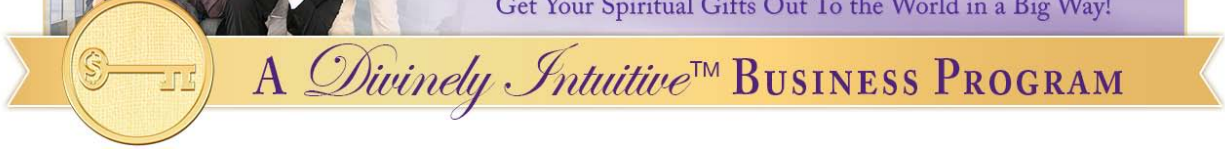


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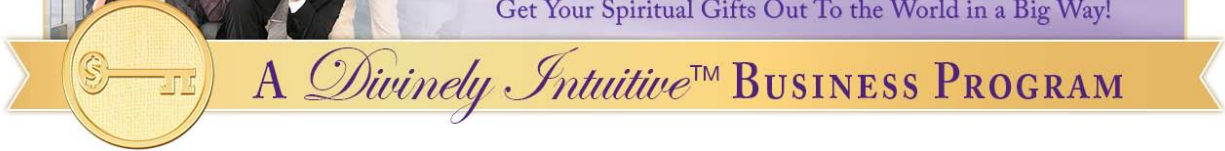
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Meet Your Divine Name & Meet Your Divine Client!

Class 1


Rev. Anne Presuel: Hi everyone! This is Rev. Anne Presuel of DivinelyIntuitiveBusiness.com and I want to welcome you all for this call *Create Your Divine Brand*.

We are going to have a really awesome call and an awesome class which I'm really excited about. We have six weeks of creating brands. During these next six weeks, you're going to have some real deep questions that you'll be asking yourself and you're going to probably get frustrated more than once or twice as you go through this process and when you do come across your brand, it's going to be really exciting. That's the cool thing.

Now, here's the second piece that happens with a lot of people when they get a brand; they question it. And they question it for a while. I did this for a year. I questioned my brand. And I just want to let you know that that's normal. It's a normal part of the process of integrating yourself with your brand.

Let's go over what we're going to cover in the class itself and then what we're going to cover today. I'll give you some idea of how things are going to be run so you know what's happening.



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This particular call is going to happen every Monday except the Monday after Christmas, of course, and after that week, you're going to have two weeks which is going to be really great! I have a lot of content prepared and a lot of questions. I will be posting hand-outs in the forum so that you are all going to begin to work your way through these exercises.

I called them “*Divine and Juicy Exercises.*” Although you may not feel they're so juicy in the moment, and sometimes you'll be like, “*Oh my gosh, I can't believe you're asking me these questions.*” but if you just trust the process, answer the questions and work your way through the exercises, you're going to get some really great information about what you are, about what you're bringing to the world and how to organize that in a cohesive way which will be your Divine brand, your *wonderful juicy Divine brand.*

And I have to tell you, it is really exciting to watch someone go through the process, even in the down turns when it's, “*I just don't get it. I don't understand. This is frustrating!*” because you have to know that on the other side of that is your brand. And sometimes it just takes digging and sticking with it and then, frankly, setting it up to allowing your brand to show itself, to reveal itself to you.

It is a very sacred process. Allow it to be the process that it is. I just want to say that straight upfront. Don't try and push the river, if you will; go with it and allow it to just unfold in front of you.

Here's the other piece and this is a really important piece; use the forum please. And I love that you are already doing that. So, thank you, to those of



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you who've been in there and you've contributed. Really, you rock! It's so great because people in this group, a lot of them are your target market and you're all very Divine spiritual entrepreneurs.

You guys have ideas and suggestions for the rest who are there, you know, you put something up as, "*What do you think about this?*" or put five or ten suggestions for brand, which is very common by the way. When you just start by sitting down and writing out your thoughts, you come up with a bunch of different ones. Ask people in the forum.


Put them up and people will give you great feedback. Especially this group, because these are the people who get what you're talking about. They understand the conversation.

Now here's the danger of that; because this is a group of spiritual entrepreneurs, the temptation is to focus on the **process** rather than the **result**. But I'll be watching the forum and I'll give my feedback and my thoughts about it too, so don't worry about that. You'll hear from me.

So, I promised we'd talk about what we're going to do during this entire course. We are going to go over what a brand is. And I think everybody here listened to the preview call so you understand what a brand is, but we're going to go over it briefly.

This is what we're going to do today. We're going to talk about the brand itself and we're going to go into URL and taglines because those are the sort of juicy



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pieces that everybody has a really fun and frustrating time working out. But next week we're going to go into ***your message***. I wanted to get these two done in particular so that you guys can work on them over the holidays.

If you have the chance to really do your homework, I shouldn't say "homework," but to do your exercises and really get into this, you'll have that extra week which will help you delve even more deeply into your own brand. That gives you a little bit of breathing time to allow the process to work, allow the ideas to flow in, to sit down and just really be this, the experience of creating this brand of yours.

We're going to take one week off, and then we're going to come back and we're going to talk about your graphics and the picture, the color, the font, all of that, and how it's going to show up and where it's supposed to show up on all of your offerings.

Then we're going to talk about the *feeling* of your brand.

What is it that you want to bring to the world?

What is it that you want people to really, really get?

And we're going to talk a little bit about how to become more visible, using your brand to become more **visible**.

We're going to have time each week for questions and answers but I want you to post them on the forum and I'll do my best to answer them. Hopefully, nobody will have significant questions that need a lot of one-on-one time because we don't have the structure or the time for that in this class. The first ten of you who signed



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up, you have already heard from me. Some of you, there might be one or two more that need to hear from me or Luisa, my assistant, have gotten an extra call with me. So, we have that scheduled, or a couple of you are going to be getting that schedule. For those of you who are receiving that, we'll spend some time on that with you.

Now let's go into what we're going to do today. We are going to talk about specifically, "*What is a Brand?*" and talk about the pieces that make up a brand. A lot of people, especially healers, offer their services to the world. They end up, I know I did, we end up a lot of times not knowing what it is we're doing.

We spend all this time developing our incredible gifts, developing our intuition and learning what the distinctions are, especially if you're a therapist or some sort of energy therapist, energy worker or a healer, you spend a lot of time developing those skills and then you get out into the world, hang up your shingle and you start to tell people what you do.

You're all excited because you're talking about, "*Oh, the energy of this and how it feels about that.*" and it's really hard for people to get. They kind of look at you with their eyes kind of squinted and their brows kind of furled and they're like, "*What? What are you talking about?*"

And here is the thing with that; you may be the best healer in the world or the best therapist, but if people don't get what it is you're offering, if they can't get that, then they're confused. My private clients hear me say this all the time, "*A confused mind never buys.*" Because if you don't communicate to them at their



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level, not your level, but at their level, they're not going to get what the heck it is that you're talking about. They don't know how incredible your gift is.

Some of you saw on that last email I wrote; if they would just try it and you know it's true if they would. I used to do that with EFT. I'd be talking about meridians. Talking about the tapping and how you stimulate these meridians with the tapping and how it will make you feel better, think better and shift the energies and then your life is better. People would just be like, "*What? Huh?*" And I'd be like, "*Ah, you know, if you just try it, you'll understand.*"

And the thing is, some did, but most didn't because they didn't understand. They didn't get it. And that's the challenge that healers in particular have. You try and explain Reiki, right? Explain how the energy comes through your hands and that you can help someone heal when it's moving through them. I mean, really, it's a challenge.

Cranio-Sacral therapy, that's maybe a little more but it's still a challenge. People understand massage therapy. They say, "*I just feel better.*" or, "*Oh, it just relaxes me.*" and that's so much more mainstream, but something like EFT or the Emotional Freedom Technique? Good luck, you know?

So, the thing is, you can't talk about the process, you have to talk about what you get. ***And then, you have to speak in their language. You have to go where they are. You cannot ask them to come where you are.*** This is a challenge over and over and over again. And it's a challenge, actually, in marketing. You have to go



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where they are and not ask them to go where you are because they have to have the bridge between where they are and where you are.

You have to provide that bridge. When you start to think about your brand, you want to start to think about how your services are different from, say, someone else's. How you are unique from your competitor? Believe me, you have competitors. Every one of you does. You all do. I'm sorry, I know that we are, in our minds, we're like, "*Well, there is no competition.*" And I agree with that on an energetic basis, I totally agree with that. What I want to say is (forgive the word): ***BS!***

If you could just go away with what I'm saying with the words and not go into reaction mode and go, "*Well, I don't believe her and I don't agree with her because nobody is really my competitor.*" Let me just say this, "*Yes and no.*" Okay? Yes, there are from your prospective clients' view point, but no from who you are and what you bring. Your prospective clients need to know how you are different from everybody else who's offering, say, Cranio-Sacral therapy, Tai Chi, EFT or whatever, fill in the blanks. They need to know what makes you "**you.**" What makes you special? What makes you unique? And that's the work that we're going to be doing in here.

Now, does that mean then that once you have that, then they're going to know and understand better? Yes. They will know and understand better, but you still have to figure out ways to communicate that. That's the piece of marketing we probably



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will not get to in this. This is a branding class. This is just how to make you unique, how to be special and make you stand out.

So, I want to be real clear about the delineation of what it is we're covering in here because, frankly, in six weeks, you can only cover so much. I promise you, if you get your brand in this, you will be thrilled. You will be totally thrilled. And if you get most of your brand, you will be thrilled.

Let's just take a look at that and see what you can have as a result of doing this. Once you have that clarity, your people are going to understand so much better what it is that they're getting and what you are offering. And that's what makes you, then, start to have more clients and be more successful and have people go, *"Oh, I get it. Oh, yeah, I want that."*

So, one of your jobs is to really begin to distinguish yourself in your own head from someone else.

What makes you stand out from someone else?

Again, I'm going to give you exercises so you can really start to hone in on this and get clearer and clearer. I want you to think about whom it is that you want to serve because I have to tell you that in thinking about your brand, you also need to think about whom you're getting in front of. Who are the people that you feel called to serve?

For me, I'm so clear that my people are spiritual entrepreneurs, healers, alternative therapists and the energy workers because I was one myself, because I have an



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incredible, special place in my heart for energy workers and therapists. I know, first hand, what it is to be walking that road, how powerful that work is and what a difference it makes in someone's life. Frankly, I don't see anybody else out here serving that particular group. They probably are there, but I haven't seen them, so let me just say that.


So, you need to get very clear about who it is you want to serve and why? Why do you want to serve these people?

Again, for me, it's because these were the people who made a difference in my life during that dark night of the soul period, and then I choose to step into that space myself. And because I chose to step into that and become one, a healer, I worked with people who I specialized in trauma. I love working with people who had been through trauma. I knew how to help them get out. I've been there and I knew how to get out. So I have this incredible space of openness, compassion and safety that, people who have been through trauma themselves, could feel very safe working their way through that space and come out on the other side.

Now, because I helped healers and alternative therapists, I'm very clear that they are my target market. They are the people I wish to serve. They are who I want to help build businesses because I know, and here's my why, right? Because I know that my helping them helps the world. These people are making such a difference in the world in what they do. And the world needs your gift. They need you.

They need what you are bringing. They need you to be out there doing that work.



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And if you are not clear, or you don't know how to build a business, you're not going to stay in business very long, so I'm very passionate about that. I'm very clear. And that helped, right? So, when I first started working with my mentor about a year and a half ago, one of the first things she asked me was, "*Okay, tell me about this Rev. Anne and Queen Anne stuff*" cause I was like, "*Oh my gosh, I really have to get branded because I cannot stand...*," you know, I think I told you all: Queen Anne Productions, that is what I came up with, right?

I knew that I needed a cohesive, clear brand that just lit me up and turned me on. And I was clear that time. I wanted to work with intuitive people, spiritual people. I wanted to help them build a business and I wanted the word "Divine" in there. I knew, because of my ministerial status and because I loved that word "Divine," because I brought the spiritual aspect to it, I knew that I wanted at least that one word somewhere in my brand. I didn't know how. I didn't know how it was going to show up but it didn't matter. I knew I wanted that.

And so, I'm very clear about that. So, I say to you: ***Who are the people you want to serve and why? Why do you want to serve them?*** I want you to make a list, and again, just listen to this call or you could start if you want, but I'd rather you listen to the call and then do the exercises, okay?

I want you to make a list of the words that you really love. One of my clients loved the word "Inspiring" (a couple of them did actually and they're probably on the call right now). They loved the word "Inspiring." One is "Inspiring Transitions." They help people transition from doing entrepreneurial work that



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they're not passionate about, into doing work that they are very passionate about. It's about being *inspired*.

And another client: *Divinely Inspired Weight Loss*. She helps clients lose weight using their intuition, using spiritual techniques, using her own healing and all of the many, many certifications that she's had throughout the years and helping them because that's the arena she loves. Those are the people she wishes to help. She chooses the word "Divine" because it really connected with her and it connects with her people. She used the word "Inspiring" because that, again, just lit her up and turned her on. So, I ask you to take a piece of paper and just write out the words that you really love.


Think about those words and what words you would like to include in your brand. Keep it off to the side because that's going be a part of, and if not that, then pull out a thesaurus and start looking at words that are connected with that. Maybe that word isn't the right one but another word is. I'm getting a little ahead of myself but I get so excited about this. I just wanted to give that little piece to you.

When you're working with your clients, what are the things that you love? Absolutely love doing with your clients and what do you never get tired of talking about regarding your business. Think about those.

Hang on; I'm just making a note here real quick to be sure I include this in your exercises.

What's the biggest result that your client gets?



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What is the biggest result?

Know that this might be a challenge for you and that's okay. And if you need to, in order to get to that answer, write down, *"What are the biggest results (and make it plural) that my clients get consistently."* And don't say something like "feeling better." That doesn't work. Or "healing, they get healing." That doesn't work either. That doesn't serve you and it won't help you create a brand because you don't want to do healing with, you know, because nobody wants to feel like they're not healed. And we know that they need, they're fine on their soul level, right? But they need help with the illusion of and the problems that they're challenged with if they walk through in this physical existence.

Who are your ideal clients? Who are they?

This is back to, ***Whom do you want to serve?*** I would love for you to take the time, and again, I'm going to give this to you as exercises but I just want you to start thinking about this.

What are the characteristics of your ideal clients?

I'm very clear of the characteristics of my ideal clients and I have a list. I've done it several times. Actually, it keeps getting edited, which is really great because as I gain more distinction about who I really love working with and who I want to serve, I update my ideal client list.

As I said, my ideal client list is very clear. They are spiritual, they are healer-types, they're very open-minded, they're intuitive, they're also open to coaching,



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they're open to being coached, and they are willing to do the work because it's really hard to work with someone who doesn't want to do the work, right? You can't do it for them. You know that. So, the same with you and your clients, write down the ideal characteristics that your clients have that you want to work with.

Here's the next little piece:

What are five really important needs that your clients have?

What is it that they need?

I can tell you right now my clients need to know that they're making a difference in the world.

They need to make money making that difference in the world.

They need clients.

They need to feel as though they are being authentic in bringing their work.

Yes, they need to make a difference but they need to feel authentic in their work and most of them need freedom.

It's really; really important for my clients to feel as though they have freedom in their lives; freedom to make decisions; freedom to build their business the way they want. **Freedom.** It's really important.

So here's the next thing:

What are five important desires that your clients have?



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I promise this is all going to help you build your brand when you start to think about your clients, because your clients are the ones you're building the brand for.

You're building it for yourself, but you're building it so that you can attract your ideal clients. So, getting clear about what they **need**, what they **want** and **who they are** is very important. That's why we're going through this. So, come up with five important desires that your clients have. That may seem very similar to what their needs are, but it's a little different than their needs.

They might need money so that they can pay their bills, but their desire maybe that they have enough money that they can give away to different contributions and different charities and maybe even family members.

They may have a need for freedom and they may have a "desire" frankly, for freedom as well; freedom to have their business be self-sufficient.

They may have a need to stand in their authenticity, but they may have a desire to authentically share their message to the world.

You see the difference? There's a need and there's a desire. To the best that you can, just write down the five different between the two. Again, I'm not asking you to do it now. This is going to be a part of your homework, but I wanted to explain to you what these are.

As you get really connected to this concept of your brand and what it is that you're doing in the world, who you're serving and how you're connected to them, you're



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going to get clearer and clearer about the words that make up your brand and the tagline; the brand's name and the tagline.

Like I said before, I was going to tell you what a brand is, well, you know what a brand is; **the brand is your message**. Your brand is your name and your tagline. It is the feeling that people get from looking at your brand. It's made up of the graphics and your colors, etcetera. It's really a representation of you, because you are your brand. **You** are your brand. Nobody else, just **you**.

Even if, and let me just say this because I know we have a couple of people on this call who are connected to a company, so, let me just say this to you; Even if you are connected to a company, you are offering a service with the products of that company.

And people are always, if they're working with you, they're buying **you**. They're buying **YOU**. Yes, they're buying your products, but they're buying **you**, especially if you're building a business with that, if you're looking for a down line. 'Cause I know we've got, like I said, a couple of network marketers on this call who are building a business.

You can still build a brand that is not about you, like your name, but about the services that you offer and the benefit. We're going to go into that in just a second but I just want to try and get that distinction here because even in this call, and anytime anybody listens to this in the future, that's an important piece. Even if you're connected with a network marketing company, it doesn't matter. You can



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create brand that is based on the service that you are providing with that company. Does that make sense? The service is what it is, the promise that you are offering. I'm a little ahead of myself. Let me just go into the name, creating your Divine name, your URL, your tagline.

What do you stand for?

What is the promise that you stand for?

What I stand for is very clear with mine; I stand for a Divinely-intuitive business, that you have a spiritual business that you are using your intuition for in creating.

My tagline, *"Your 6th Sense Guide to a 6- Figure Business"* is all about abundance; **using your intuition so that you can create abundance with your business.** It's very clear. That's the promise of my brand.

So I want you to just start thinking about what your promise is that you are offering. And this is what I say even to the network marketer; you have a promise of what you're offering. Make a list of it. Make a list of all the promises. What is it that you do? And what is it that you don't do?

I don't teach the back end of online marketing or online business. I just don't do that. Go hire a VA. Go hire somebody else who can teach you how to do that. I don't teach that. That's not my genius and so I'm real clear in what I do and what I don't do.

Your URL and tagline must be results-based, not process-based. It's not about EFT, it's not about Tai Chi and it's not about the water. It's not about that. **It's**



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about what they get as a result of using that. It's what they get from using your service.

This is the big one, guys. This is probably the biggest piece of this. And this is the part that pretty much everyone stumbles on. So, one of the things to help you is to think about this: ***What's the biggest result you provide someone?*** We're back to that, right? I asked you earlier and if you can't figure out what the biggest result is, I want you think about what is the biggest result. Again, your exercises will be about writing them down.

Here's the second question to help you with that:


What are the benefits that someone gets from using your service?

What happens when you work with someone?

And you can't just say, "*Oh, they feel better? They have relief.*" Just like me saying, "*Oh, well, you know, you'll have a business.*" You could say to me, "*Why? I already have a business.*"

When I was working with people doing the trauma, frankly, having said that, let's not say that I did a good job of branding because I didn't, so let's not even go there. I could say, to some degree, that you'll feel better, but that's not enough even for someone who's in the middle of trauma. "*Okay, I'll feel better. I don't care about that.*" That's not enough. You have to help them understand what feeling better looks like.



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Give them the bridge between where they are, and where you are. If they are going to be relieving their anxiety about a trauma or relieving a grief about a trauma, what happens as a result of that?

- *What happens for them is they have relief?*
- *Do they have better relationship with their spouse?*
- *Are they able to focus on their job more easily?*
- *And what about getting triggered?*
- *Do they not get triggered as much?*
- *If they don't get triggered as much, what does that look like for them on a regular basis in their lives?*
- *Can they make more money because they have better focus?*
- *If they feel happier, what does that look like for them?*
- *Do they feel like they can go out and interact with life more?*
- *Do they feel like they can go do things and they enjoy them more?*
- *What does that look like?*

And it could be something as simple as they actually *feel* like getting up and getting dressed. Or they actually *feel* like getting dressed and doing their hair, as a woman or putting on make-up, right? They hum while they do things. Make a list of all the things. I want you to really go into each of your clients and think about



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all of the different benefits that they have told you that they've gotten and some that you know that they've gotten anyway even if they haven't told you because you either heard about it or you know that that's what's available for someone who clears out and works with you.

Make a list because that is going to help you, number one, with your copy later on, but number two, when I say copy or writing, say, a flyer or something like that. But number two, it will help you be able to begin to talk about results in your URL.

Here's where it gets to be a little bit of a challenge, when you're creating a name for your brand. When you do results, you want to choose something that is interesting, that is juicy. ***But you have to be clear.*** You don't want it to be cute. I've seen cute and it's horrible. Your client is still or, your potential client is still going, "*Huh? What? I don't understand.*" Does that make sense? Clarity is more important than cute. Hands down, you want it to be clear so they go, "*Oh, I get it. Okay, yeah. Okay, cool.*"

Because when you are telling somebody about your service, they need to be clear about what it is you offer. And you can put cute in there. Cute is also equal to clear. No problem with that. I have no problem with cute. I have a really great example and I'll give it to you. I didn't give it on our regular main call, but I gave it on one of the affiliate or JV calls. And this was, I thought, hands down, one of the cutest taglines that I've ever heard and it's so clear and it's cute.

The name of the company and get this, they don't even have a website. Go figure that, right? But the name of the company is Edmonson's Plumbing. Their tagline



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which is, again, cute and clear is “No. 1 in the No. 2 Business.” Now, I think that’s brilliant. I think it’s absolutely, totally brilliant. I think it’s funny as heck. I totally love it. You just can’t get any funnier than that. I think. You can be cute as long as you’re clear.

So, here’s the thing when you’re going to do this, you want to just make a list of all the things that your clients get as a result of working with you. What are the benefits?

Then start to look at that list with the list of words, that I asked you to make before. These are certain things that you are going to want to do. It will look like a conglomeration of stuff in the beginning, and it’s okay, I promise. It’s part of the process of weeding out and filtering through.

Now, here’s the thing: if you have six different specialties or six different things that you do, you may not like what I say to you next, but I’m going to say it anyway. ***You’re going to want to pick something.*** You can join them together and pull out the main concept, but you may have to pick **one** thing. You can’t be a yoga instructor and a business coach and a webmaster.

You might be able to be a business coach, a webmaster and bring in the elements of yoga. Like some of the concepts and teaching people and doing some of that, say on a retreat. You can add that in, but you have to pick a main idea or a main focus, if you will, of your business.



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You can't play in three different worlds. With the business coach and a webmaster, you can probably bring in the two and marry them very nicely; teaching people how to do business on the back end, right? The web stuff and adding in the element of yoga? *"Okay, the yoga, this is what we do in the morning in order to be able to get clear about ..."* whatever, I don't know. I'm just making it up.

You know what I'm saying? It's like you can't do three different businesses otherwise. So, in two things to brand yourself, you want to choose. Like, I didn't choose EFT. I didn't choose ministerial world. I didn't choose...let's see, what else did I do? I have number of different certifications. Oh, and hypnosis, right? I'm a hypnotherapist. I'm a Reiki master. But I didn't choose those modalities. I chose where I wanted to go with this.

I chose a vision of what I wanted, what I was passionate about, what I was thinking about all the time, what I enjoyed, even though, and I would say this, even though at the time when I chose it, I didn't feel confident enough at that point in time to just fully go out and go, *"Okay, I'm a business coach now. Pay me money."* Or, *"Now, let me go get a client."* or something like that. I worked my way into that.

This is part of a process of stepping into a brand. My point is with this, just a really, really important point, that some of you are going to probably struggle with this. I just say this now and if you do, that's okay. I'm going to remind you all and several other people in the group, that part of your work is going to be bringing it together under one piece, under one cohesive umbrella. Without it being three



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different modalities, three different certifications, three different ways of healing or three different types of works that maybe you've been doing and you've been doing a little here, a little there and a little somewhere else.

It's going to be about bringing it together under one umbrella, under one brand, one thing and then choosing. I say that with a huge amount of respect for the process and know that it's okay. When you are creating your brand, I want you to think about what you take your client through as you work with them, getting clear and specific and detailed about **your solution to their problems.**

What do your clients say they love about working with you?

What do you love about working with them?

We're looking for authenticity, an authentic representation of you and your value, of you and what you do and what you're bringing to the world. Now, having said that, I don't want to hear someone go, "*Okay, well, this is too big for me.*"

Because believe me, there are a number of people who create a brand and have a difficult time stepping into it. That's normal. That's different from what I'm saying here.

I was authentic with Divinely Intuitive Business even though I was scared, even though it seemed too big. And I know that there are people, and I won't say who, because I am not allowed to say that, but who had created their brand and have had a very difficult time stepping into that because they questioned whether or not they're being totally true. And yet when they look at it, it is true. So, just know



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that may be on the other side, in that part of the process and that's okay. But it still would be an authentic representation of you and your values.

A lot of times, when people start getting close to creating a brand, choosing a brand name and a tagline, they get really scared. They get like, *"I'm afraid that I'm going to do this wrong or I'm going say the wrong thing or I'm going to brand wrong."* or, *"Oh my gosh, if I brand wrong, then I'm going to be forever branded as that."* Don't worry about it. Here's why: you're going to tweak as you go along. I have branded and rebranded. I've changed my colors, I've changed my pictures, I changed my graphics and I've changed all of this stuff. It's just part of the process. As you go along, you're going to tweak, you're going to choose. You're going to tweak, you're going to choose. You're going to tweak. It's part of the growth as business and its part of the growth as a business owner.

Choosing and tweaking and choosing and tweaking. But fear of doing something wrong will keep you stuck forever. You will not take the action that you need to take in order to create the business name, brand, etc., that you need to create and that you want to create and that's why you're here in this class, okay? So I say to you, don't worry about the fear. If you feel it, do it anyway, okay? Seriously, don't worry about it.

So, now, here we go. This is going to be an interesting piece. And let me just tell you, I'm going to start this by saying that this is a kind of important piece. Not a hugely important piece, but I would be remiss if I didn't put it in here, and that is keywords. Keyword research, the name of your brand, etc.



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When I created Divinely Intuitive Business, my mentor and I sat on the phone and we went into Google and typed in “Keyword Tool.” I think it’s “Keyword Tool External” and in that, we looked for different names. We came up with like a bazillion different names. It was like fifty, it seemed like. And I just kept going through to see if there was anything.

There are two things on the keyword research piece; one is, “*how many searches are looking for that phrase?*” Like, do you have a keyword? I’ll tell you what, there’s someone in this class who can probably give us a whole lot more information on this and that’s Rick. But I’ll give you what I know and I’m going to give you my opinion on all of this.

Keyword research. You type in your phrase and you look. For me it was “Divine Intuitive” or “Intuitive Business.” I don’t remember what the exact words were. Then you look to see how many people are actually searching for that phrase. I have to tell you, not that many people were searching for intuitive business or something like that. I don’t think that it was that many but it was enough to then go, “**Okay, that’s good enough.**” The competition for, meaning that there was not that many people who had that phrase, was low, and so it’s like, “*Alright, good. This is good. This is good enough.*”

Let me tell you, some people will say keyword research is absolutely huge; it’s king and all of that. I’m going to say to you healers that it isn’t that important and here’s why: there are ways to get around and you can optimize later on. I still



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haven't optimized my website, okay? So I'm not found on Google and I'm over six figures.

My point is you don't have to have that in order to make six figures, in order to make the income that you want to make. You don't have to have it but I will say, do the research to whatever degree you can, choose something that's a little less competitive, whatever, and it doesn't have to be perfect. I'm just tossing it in there because I do think it's an important piece but it isn't the "be all that ends all." I just want to say that.

Three years from now, they'll come back and go, "*Oh, I can't believe I said that, but that's not where I'm at right now. This is where I'm at.*" I do believe that you can have a very abundant business without doing keywords, worrying about search engine optimization, keyword tools and all that sort of stuff. But I do want to put it in and I will put the link to it in your exercises so that you will be able to go to Keyword External Tool and do your own research yourself. Ask people in the forum if you want about that, that's fine. Not a problem. I have no issue with that whatsoever. I'm going to be very clear I don't know much about it. It is an important piece for online business, but it is not the most important piece.

Before this class, I looked up Divine Business and I don't even show up in the first five pages of Google. There are ways for me to optimize and then begin to show up, but I haven't done them. Again, I say to you, you don't have to have it. If you know more about this, then great, go for it, do more and put it in. But if you don't and you're worried about it, don't let that stop you. That's my biggest point.



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Don't let it stop you. Go ahead and create a fabulous brand anyway you can. And by the way, over a thousand searches per month globally is good.

Now, here's your next stuff. If you decide that you have a really fabulous brand name and you like it, go to Whois.com and do a search for your name. Do not do it on GoDaddy or something like that because they will track it, and if it's a good name later, they're going to go in and swipe it. Or they may go and swipe it, I don't know if they will because I've had no problem with GoDaddy on that issue whatsoever, but I heard some people saying that they'll do it. I don't know. In order to be safe, to protect your potential name if you're not ready to buy it from your hosting service, then go into Whois.com and do your search for a brand name to see if it's available.

Not only do you have to have a good brand name, but it has to be available. It can't be that it's gone to somebody else, okay? That's kind of an important piece. Put samples of your brand's names on to the website.

Again, remember to keep focus on the results, not the process.

The tagline, this next piece, is going to be something that explains your brand's name a little better, just as mine does, just like Edmonson's did. It's going to be an explanation. I will put into the forum a list of names and taglines to see if you can take a look at them and see some samples. And I would like for each one of you here to go looking online and come up with three brands and taglines and post them in the forum. Here's why: *"Because when you do that, it gives other people*



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a great idea.” I don’t want you to do something big like Wal-Mart, Target or some of the big names, big corporations.

Go look for spiritual entrepreneurs, solopreneurs, coaches or healers, conscious people who are in this business like you are, just creating their business. And it can be somebody who’s ahead like Suzanne Evans or someone like that. Fabienne Fredrickson, Kendall SummerHawk, you know, any of them. I’m sure they have fabulous brand names and taglines. Although Fabienne, I think hers is ClientAttraction.com. Go and take a look to see what different people have; different coaches or different healers and just post them in the forum. If each of you do three, that will help everybody.

So, that is the first class. This is the first hour of our first class. I’m going to un-mute you all and see who has questions. What I’ll ask you to do is raise your hand. Actually, I’m going to just un-mute the person whose hand is raised. If you have questions on stuff that I have presented today, it’s *2 to raise your hand.

Hi Catherine, go ahead. Catherine, you might have yourself on mute. We lost her.

Does anybody else have any questions in the mean time? *2. Yes, Sheila?

Sheila: I simply wanted to say that when I check for domain names, I often just type them up in the URL. If it’s someone’s, it will show up, otherwise, they’ll say, *“Can’t find the site.”*

Rev. Anne Presuel: That’s a good way to do it, too, yeah. Thank you.

Sheila: You’re welcome.



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Rev. Anne Presuel: That way you can also see if it might be taken or it might be available for sale. I kind of feel like you don't want to go buy one unless it's a really fabulous one. You just have to keep an eye on that.

Sheila: Well, then I'll go into "Whois" or whatever, and see the different things and if it's showing it's really not active and then follow it from there.

Rev. Anne Presuel: Right, exactly. I think you have to be really, really, really, really, really sure that's the one you wanted, no matter what. And you are going to get married to it, right? That's what you said? If you're going to go and buy one? But otherwise, you still can have a really great brand name without going through all that. Thanks for that.

Sheila: You're welcome.

Rev. Anne Presuel: Hey, Catherine.

Catherine: Hi Anne. The part I guess where I had the biggest question was the benefits your clients get if you haven't had that many clients or you're still working. I'm working kind of deeply with one or two people, and as we're going along, we're uncovering the greatest benefit. You know what I'm trying to say?

Rev. Anne Presuel: Yes, I do. Are they giving you feedback right now on what they're experiencing?

Catherine: Yes, I think I might need to ask some more pointed questions. It's hard to do during the session, so I would have to do it kind of separately.



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Rev. Anne Presuel: Yeah, you would. You can send them an email and you can say to them, *“What are you noticing as a result of working with me? What kind of things are you noticing?”* Here’s the thing with this, and this is a challenge for a lot of healers and I used to face it a lot with EFT; a lot of times you may have to, I don’t want to say tell them, because it’s not right, but when you listen to them, you are the one who needs to let them know that that’s different from where they used to be.


You almost have to be their record-keeper. Like they’ll say, *“You know, it’s kind of interesting. I had a very good week. Nothing really changed...Dadada.”* And then you might ask, *“Tell me more; that’s kind of interesting...”* then they say something specific and you go, *“That’s really interesting. Before, I remember that you said that you had dadadada and now you’re not having that issue. That’s really interesting. Is that a difference for you or was that just a one-time thing? But I’m seeing that that...”* because **you** know that as a result of working with you, things have changed for them.

Catherine: Yeah and also, up to awhile ago I was doing a form. And then, when a big incident happened for her or a situation got real difficult, she couldn’t fill out the form. She just needed to work with me but couldn’t do any prep work. That’s what I’m talking about you know.

Rev. Anne Presuel: She couldn’t do any prep work?

Catherine: She used to fill out insights about what she’s learned over the week or a week or two, what’s happened in between. And then a really big issue came up.



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She was moving along, having breakthroughs that were within her and then a big issue came up that was really a core issue. And then she couldn't write anything ahead of time.

Rev. Anne Presuel: Because she was stuck-in-the-soup kind of thing?

Catherine: Yes.

Rev. Anne Presuel: Well, you know I can understand that because I have things like that too. I mean we all do.

Catherine: Oh yeah, yeah, so that would be a good idea. I took some notes that I could go back and check. I'll keep that in mind for the future.


Rev. Anne Presuel: Yeah, good idea. And if you already walked her through that particular block, you can ask her how things have shifted for her since then. I get what you're saying, you don't have the biggest shift, but you would be surprised. Just keep your eyes out for it. In the next few weeks you may end up going, "*Huh, oh my goodness, that's it right there.*"

Catherine: Right, thanks.

Rev. Anne Presuel: That's a great question there. Thank you. Yeah, does anybody have any.... I guess you don't have any questions at the moment because you're not sitting down and digging in yourself just yet, but let me ask you this; Does anybody have any tapping requests on this? Okay, who is this that I'm talking with?

Brooke: Brooke Peterson, 561.



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Rev. Anne Presuel: Hi Brooke.

Brooke: Hi, hi. Yes, on the tapping request. Tapping where I'm going to be going, basically condensing all the things that I do and creating a brand around that. There's a lot of energy around that about me, it's really coming into alignment, so how do I tap to get to that, to any fear around that?

Rev. Anne Presuel: Let me ask you this, what is your fear around that? Let's do some tapping here on the call that, I promise you, will benefit everybody who's on the call, right? So what is your fear about doing this?


Brooke: About changing my identity again?

Rev. Anne Presuel: Okay, and if I changed my identity, what does that mean?

Brooke: What I have been doing or what I call for myself for that type of thing, it looks like I change to have a brand that might be different. I have an independent agent with a company right now. If I incorporate something and own it as part of me, how that's confusing and fearful to me, where do I go with that? I know I can go to Google and know all these names and everything else, but again there's the fear of, I'm just going to call it "Identity Change."

Rev. Anne Presuel: You know, I don't want you to call it "Identity Change" sweetie. I'm sorry, but if you did EFT, then I would say, "*Yeah, okay let's do that.*" but trust me on this, okay? I'm asking you to get present to the fear that you have. "*I'm afraid if I do this, I will change my identity.*" And that means what? I



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want you to get really present to the fear. Get out of the head and get into the experience of it. Does that make sense?

Brooke: Yes, good. Thank you for that guidance there. And that would mean not being able to be found? Not being able to be known? There's an old way of people knowing me. This would be a new way.

Rev. Anne Presuel: Hang on, hang on. And if they know me in this new way, then what is that? What happens? Just close your eyes and take a deep breath. Get present to it. "If they know me in this new way..." then what?

Brooke: The first of it came to me, "What will they think of me?"

Rev. Anne Presuel: What will they think of me? Yeah, and what is the fear behind, "*What will they think of me?*"

Brooke: I'm not... the first thought that came up again, "I'm not who I said I was."

Rev. Anne Presuel: "I'm not who I said I was" and if I'm not who I said I was, then what does that mean?

Brooke: I have a blank on that. I'm not authentic...

Rev. Anne Presuel: If you're not who you say you are Brooke, then, I'm not authentic. Yeah, what might happen if you're not authentic?

Brooke: Well basically nothing. Do you still want to be around someone who's not authentic?



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Rev. Anne Presuel: Right. And if nothing happens in your business, then what? Do you see where I'm going with this?

Brooke: I'm feeling it.

Rev. Anne Presuel: Yeah, you're feeling it?

Brooke: Yeah.

Rev. Anne Presuel: Where do you feel it? Where do you feel it in your body?

Brooke: Mostly in my belly and mouth.

Rev. Anne Presuel: Yeah, perfect. Okay, I want you to go to your karate chop.

In this fear that I have..., in this fear? Would you call it a fear?

Brooke: Yes.

Rev. Anne Presuel: Okay. *Even though I have this fear in my belly... And everybody else here, I want you just to tap along, okay? Even though I have this fear in my belly...*

Brooke: Even though I have this fear in my belly...


Rev. Anne Presuel: *...because people will not come to me if they think that I'm not authentic.*

Brooke: *...because people will not come to me if they think that I'm not authentic.*

Rev. Anne Presuel: *I mean they know me in a certain way right now.*

Brooke: They know me in a certain way right now.



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Rev. Anne Presuel: *Can I tell them that I'm somebody different?*

Brooke: And if I tell them that I'm somebody different.

Rev. Anne Presuel: *How can I do that?*

Brooke: How can I do that?

Rev. Anne Presuel: *They may not come.*

Brooke: They may not come.

Rev. Anne Presuel: *And if they don't come, then what happens?*

Brooke: And if they don't come, everything stops. And I become...

Rev. Anne Presuel: *Stops, yeah. I become what?*

Brooke: A bum.

Rev. Anne Presuel: *I become a bum. I love that. That's great. Good job. Good work. "become a bum." Yeah.*

Brooke: So, is the tapping just on the karate chop area only?

Rev. Anne Presuel: Hold it just for the moment. We'll go to the top of the head next. Okay go to the top of the head. *I'm so afraid that if I change my identity, I'll become a bum...*

Brooke: I'm so afraid that if I change my identity, I'll become a bum.

Rev. Anne Presuel: *...because they won't know what I'm doing. Go between the eyes.*



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Brooke: ...because they won't know what I'm doing.

Rev. Anne Presuel: Go to the side of your eyes. *They already know me a certain way.*

Brooke: They already know me a certain way.

Rev. Anne Presuel: Under the eyes. *But if I change what I'm doing, they'll be seeing me in a different way.*

Brooke: But if I change what I'm doing, they'll be seeing me in a different way.

Rev. Anne Presuel: Under your nose. *But maybe, I'm not going to change what I'm doing.*

Brooke: But maybe, I'm not going to change what I'm doing.

Rev. Anne Presuel: Your chin. *Maybe I'm just going to change the way I say it.*

Brooke: Maybe I'm just going to change the way I say it.

Rev. Anne Presuel: Now, your collar bone. *I'm still me.*

Brooke: I'm still me.

Rev. Anne Presuel: Under your arm. *That hasn't changed.*

Brooke: That hasn't changed.

Rev. Anne Presuel: Back to the top of your head. *I'm still me.*

Brooke: I'm still me.



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Rev. Anne Presuel: Between the eyes. *But they won't know that because I've been saying something different.*

Brooke: But they won't know that because I've been saying something different.

Rev. Anne Presuel: Side of your eyes. *And now I'll be saying that I'm someone completely different.*

Brooke: And now I'll be saying that I'm someone completely different.

Rev. Anne Presuel: Under your eyes. *Or maybe I won't be completely different.*

Brooke: Maybe I won't be completely different.

Rev. Anne Presuel: Under your nose. *Maybe I'll just be a little different.*

Brooke: Maybe I'll just be a little different.

Rev. Anne Presuel: Your chin. *Maybe I'll be clearer.*

Brooke: Maybe I'll be clearer.

Rev. Anne Presuel: Collar bone. *Maybe, instead of losing people, I'll gain people.*

Brooke: Maybe, instead of losing people, I'll gain people.

Rev. Anne Presuel: Under your arm. *I wonder what that would look like?*

Brooke: I wonder what that would look like?

Rev. Anne Presuel: Top of your head. Check in with your body for a second. Do you still have that fear in your belly?



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Brooke: No, I don't, it feels very good in fact.

Rev. Anne Presuel: It feels good, okay. Keep going for a second. *What if I bring everything together?*

Brooke: What if I bring everything together?

Rev. Anne Presuel: Between the eyes. *And I combine it all into one cohesive brand?*

Brooke: And I combine it all into one cohesive brand.

Rev. Anne Presuel: Between the eyes. *I wonder if that would be even better than being scattered?*

Brooke: I wonder if that would be even better than being scattered?

Rev. Anne Presuel: Side of the eyes. *I wonder if people would understand what I do even better?*

Brooke: I wonder if people would understand what I do even better?


Rev. Anne Presuel: Under the eyes. *And come to me even more.*

Brooke: And come to me even more.

Rev. Anne Presuel: Under the nose. *Maybe that's what I'll be doing instead of confusing people.*

Brooke: Maybe that's what I'll be doing instead of confusing people.



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Rev. Anne Presuel: I want you to think about that original thought, *“People will not come to me and I’ll be a bum.”* What does that feel like to you? I know you said it felt better, but I wanted to check in for a minute.

Brooke: Right now, it’s almost a laugh to me because it doesn’t feel like that anymore. It’s almost like, Where did that come from?

Rev. Anne Presuel: Yeah, yeah. Okay. Is there anything else in there Brooke about that? Or is that it?

Brooke: I think that’s it.

Rev. Anne Presuel: Okay, very good. Thank you very much!

Brooke: Thank you very much. A question, though, about the tapping?

Rev. Anne Presuel: Yes.


Brooke: I had an erroneously thought that you had, say, the one phrase that goes through all of the points. I heard that there was a whole conversation that went to the points with the conversation.

Rev. Anne Presuel: Yeah.

Brooke: Is there a right/wrong way to do it?

Rev. Anne Presuel: No, there is no wrong way to do it and there’s not a real right way to do it. There are a lot of iterations of how to do the tapping. The formal process of tapping is the way you understood that to be and that’s the way Gary Craig initially created that. There have been a number of changes, growth,



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developments and that sort of thing since then. You know sometimes that works and sometimes you have to go in deeper and sometimes you have to you, know? One of the things that I did in the beginning was to ask you a lot of questions. I wanted to go deeper and deeper into understanding where the pain actually was and that was one reason I think it was easier for us to shift it. Another thing is, that particular pain may not have been for you a huge honking, nasty fear. You know what I mean? It might have just been kind of a, Okay it's there, I'm aware of it and I'm clear that it exists. But it did not have you so much by the throat because there have been times when I've had a fear that had me by the throat so powerfully that it did not clear in two rounds of tapping, you know? It took me quite a while to get cleared. And that's okay.

Brooke: Cleared?

Rev. Anne Presuel: Clear, yeah. Not that every fear has that level of power. Some fears are small and some fears are huge, just depending on what it is. It's very possible that we just alleviated a small fear of yours, you know what I mean?

Brooke: And now, am I to understand that it's alleviated now?

Rev. Anne Presuel: We'll find out, won't we?

Brooke: Okay.

Rev. Anne Presuel: Hang on. It might be that piece of the conversation is alleviated. It might be the whole fear, I don't know. We don't know. And it could be that you go through things differently. I don't know. Everybody is very



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different and unique in the way they respond to the tapping and some people very quickly move to something until they're triggered again. So just pay attention to what's going on in your own life and how you are responding and thinking about things. Okay, does that make sense?

Brooke: Yes it does. Very good, very much so.

Rev. Anne Presuel: Okay. Cool. Thank you. I'm going to mute you and see if anybody else has any other questions, alright? Okay, *2 if you have any questions or if you want any comments or have anything, here we go.

Hello Anne, the other Anne.

Anne: Yes, yes the other Anne, with an "E." How are you?

Rev. Anne Presuel: The other Anne with an "E." Yes. Good, how are you?

Anne: I'm fine. You know, I do have a question because I'm kind of curious you know, if everybody already has a business and they're tweaking and working on adjusting their brand name, or if anyone is like me, just starting out? I'm feeling like I really want to focus on really saying what I want to say and getting out there what I mean in my brand name and I don't really have my coaching business yet. Although I feel like, somebody described us then a personal friend for decades. It's things, that interaction that I had with other people, with friends, with strangers most recently that really had led me to get to the point today. Yes, this is what I do, this is what I do and I'm going to do it but I don't have the word. I mean just sort of guessing on what I think people are getting out of it. I don't have their



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word. I think that's a really huge and powerful part of it that it does need to be in their words but I don't have those.

Rev. Anne Presuel: You know what? I'm going to disagree with you on that because what you may not have is someone's words, someone who has perhaps paid you, but you've got the words from people you've worked with. You just said to me yourself that's something you've been doing for decades. This is not a new thing; it's just been the concept of charging for it and creating a business for it that's new.

Anne: But even to get people to articulate. I guess the way I've always done is to just sort of, on an intuitive level, get that they're in pain, get whatever they're struggling with and kind of, without them knowing, just offer up things that takes it and ramps it down for them to the point that, "*Okay, it's brought it down enough.*" that they feel better and they go away which is why I also not been in business because it's just you know, I bring it down to the level that, "Oh, okay." There's no next step. There will be down the line. Months down, it creeps back up again.

Rev. Anne Presuel: So there is a next step and yes, when someone goes away and feels better, that's wonderful and you know as well as I do that the next thing is they get triggered again or something. The work that I just did with Brooke, she's going to get triggered again, maybe not on that particular conversation or that particular issue, but she's going to get triggered again and does that mean that now that she's done working with me forever more? No, not even. If you had any idea how many times I've been triggered over the last year and a half, I'd contact my



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coach... and you know I'll tap on it this weekend. She sent me an email or she'll call me; I mean it's like, this is a process and in a business, you're going to be working with people through their triggers. Just because one thing gets resolved, doesn't mean that everything's resolved. You know that as well as I do, right?

Anne: Oh right, now I do. And so I guess what I'm saying though is, sort of, I brought their pain level down enough that we've all gone away without bringing it to light, trying to... how do you describe it? It's like if somebody was walking around and they had toilet paper behind them, if there was a way that can get rid of that toilet paper without drawing their attention to it, then I would, then they go on their way. It's like that, it's kind of not trying to bring up that...

Rev. Anne Presuel: You're changing the dynamic now, because being in business, part of your work is to help them to see how you're making a difference for them and to see where they were before, and where they are now and where they could be. That's part of being in business because otherwise, why would they need to hire you? Right?

Anne: Uh-huh, so I don't have their word. I don't know what they're thinking really. I do know that their pain has gone down and I do know that they have gotten benefit and feel benefit of being with me or around me or whatever.

Rev. Anne Presuel: Can you contact some of them? Or are you saying that you didn't do it even on a conscious, like, "*Okay, let's work on this. Let's have a conversation*" you know what I mean?



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Anne: There are a couple of people that's probably been something, that are kind of strangers that came to me, that sort of on that level that I could go back and ask. So I guess it's *knowing* how to ask or *what* to ask.

Rev. Anne Presuel: *“Hey listen, remember that conversation we had that day, would you mind telling me how you felt afterwards or if you noticed any difference between what happened before and what happened afterwards? You know I’m just curious.”* You know, how non-threatening is that, right? Help them. You know they’re going to be willing to share with you, especially having had a shift; they’re going to be willing to share.

Anne: Okay.

Rev. Anne Presuel: So that’s one thing. Number two is: I want you to even think about, in your own mind, but the differences are because not everybody was strangers. You had some people that you know, that you’ve known for a while, the changes that you’ve seen in their lives as a result of doing whatever work it was that you did. I know that I have. I have a couple of friends, right? That one in particular I’m thinking about, who, every time she’s in the dump, she calls me. Every time she’s upset, she calls me. Every time she needs some help, she calls me and I don’t charge her for it. She’s a friend, why would I charge her? But I can tell you that I know the difference I make in her life. I know how these conversations that we’ve had, have shifted and changed her experience. I know the contribution I make. So even if you haven’t been charging, looking at those relationships, you can start to outline some of the things I’m asking you to outline



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and start to really think about just because you have it in the page does not necessarily mean in any way she performed that you have not made the changes from when or helped make changes. I don't want to say that you did that for them but, do you know what I mean?

Anne: Oh, yeah. I'm very clear on that. I mean, this is what I'm saying, I guess, in my own words, I do know the difference.

Rev. Anne Presuel: In your own words?

Anne: Yeah, but my own words versus theirs, so I guess I just have to start somewhere and just do it in my own words.

Rev. Anne Presuel: Okay, I love that you said that because here's what I say to people all the time, "*If you get that...*" and my clients hear me say this all the time, "*If you get that, that was gold. If you get that what just happened here, that was gold.*" And sometimes you have to point it out for someone else that because you see it, and they don't, that's okay. And your gold may not be their gold necessarily, but you get the difference that your contribution made in their life.

Anne: Alright, okay, I do get that. I guess that's the point. See, I just couldn't make it clearly that that's the point. I get it, and I could see it whether it's the same thing that they would say or not. It's probably very different.

Rev. Anne Presuel: Thank you. Thank you. Thank you, Anne, but that just totally segued into something that's really important that I want everyone to get.



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My own mentor, my coach, my business coach, when she started out three and a half years ago, she had one client, one person and she declared herself a business coach. She had one client and the second one actually... no. She had one paying client and one barter client right, somebody that she was bartering stuff for.

And I think she said that, at that time, she was making three hundred seventy-five dollars a month, something like that from this one client. Last year, three and a half years later, she made a million dollars. Oh, this year, excuse me, this year, two thousand eleven, she's on track to make a million dollars this year.

The point is, she started out declaring herself to be something. That's what I'm asking each of you to do, to declare yourself to be something. You step into it and it can be scary when you're doing that, but you can do it and it's the process. Everybody starts somewhere at the beginning. Everybody starts. So thank you, that was a perfect, perfect question and thank you because that gave me the opportunity to say that. I almost forgot that, really important. Okay?

Alright, everybody, have a wonderful week, I will see you on the call next week. I will see you on the forum. Look, by the way, look for the handouts. You'll get them tonight. I'm standing in an intention. My family in from out of the country, I have to go look for a hotel for our live event, I forgot to mention that, the live event. You know, it's in January. Just keep an eye out for information, I'll get that to you.



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Divine & Juicy Exercises

Class 1 - Intention Document

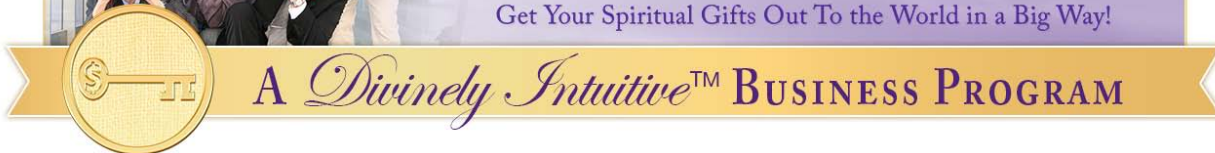
Please fill this out before you begin the program. It will support you in creating your perfect brand.

1) What I intend to create during this program is:

2) My biggest challenge with branding is:



3) The commitment that I'm choosing to make during this program is:



Divine & Juicy Exercises

Class 1 - Meet Your Divine Brand

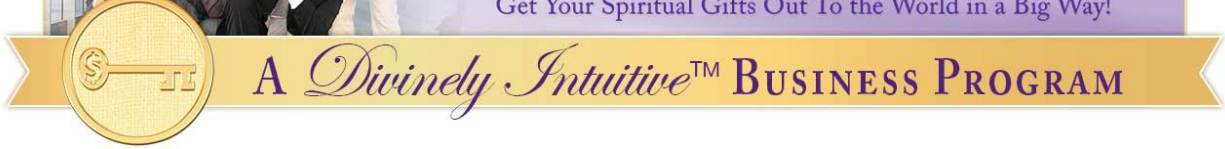
Here are some questions that will help you begin to get clear about what your juicy brand is all about.

Let's talk about creating your Divine name – your URL and your Tagline. These fun exercises will help you get clear about organizing your work into a cohesive, understandable name.

Let's begin!

1. Make a list of words that describe what you do – words that you love. (The more the merrier!)

2. What is the promise of your brand... or what is it that you stand for?




3. What do you do?

4. What do you not do?

5. What is the biggest result you provide to someone?



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6. Describe as best you can what someone gets from using your services. Or... what happens when you work with someone? Get clear and specific and detailed about your solutions to your clients' problems. Remember, this is not process-based, but rather results-based.

7. What do clients tell you all the time they love about working with you?



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13. Have FUN with it! This is a delightful process. Allow your brand to reveal itself to you. Be open. Do the research. Do the inner work. And let it come. Because it will!



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Divine & Juicy Exercises

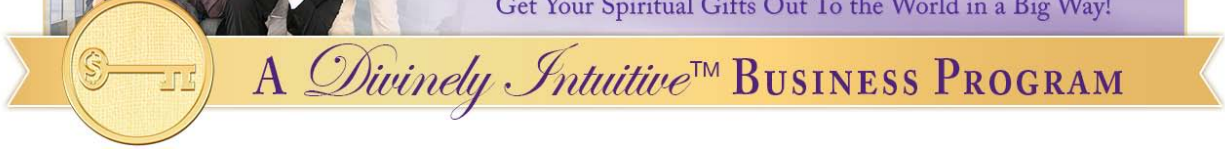
Class 1 - Your Divine Clients

Let's get clear about who your Divine, ideal clients are. Who is it you serve (or want to serve)? Do the exercises; they will help you gain this clarity.

So, let's begin!

1. What are the different services you offer?

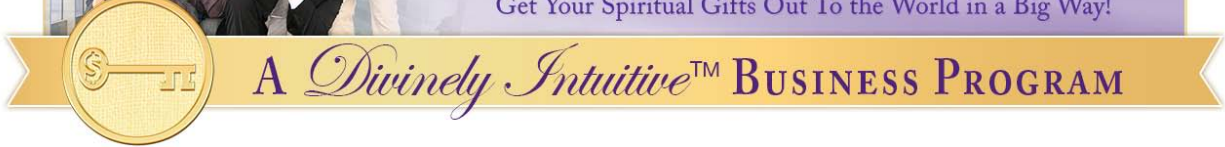
2. How are they connected with one another?



6. How are you the same?

7. Who are the specific people you wish to serve?

8. Why? What is it about them that you love?



Meet Your Divine Message & Tagline!


Class 2

Rev. Anne Presuel: Hello. Here we are. Right now I'm probably going to mute everybody just for a little bit while I do this lecture part and then I'll invite you all, if you have questions, to raise your hand. So this is, I want to welcome you to ***Create Your Divine Brand***, the second class.

We have a lot to cover today. I want to really acknowledge you all for being here. It's so great. It's a week before Christmas, everybody's got a ton of things to do and I totally get that, but here you are on the line, live with me. That's so awesome. Let's do a little taking care of business here.

The date of the live event, by the way, has been changed to January 28. I'm having hotel issue (*laughs*). It's high season here in South Florida. This is actually going to be better because it gives us a little bit more time to really digest all of this information and then, those of you who are looking to come to South Florida and really get into this whole... experience the day and experience the weekend and enjoy the weather, it's perfect. It's just perfect. It's going to be Saturday, the 28th. Assuming everything works fine. Don't make your plane reservation yet. (*Laughs.*) Double-check with me, but I think that this is where it's going to be, so we're good. I mean, it's going to be in South Florida, but I think that's the weekend.



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I want to encourage you to use the Ning forum to ask questions. Here's the thing; that Ning forum is for you. It's for you to interact with one another. For those of you who'd never done any work with me before and this is a new class for you, I want you to know that you have this incredible, really incredible opportunity, to get in the Ning forum and ask questions.

I have a number of my own private clients who've been with me for the last, this past Mastermind, who have branded themselves, who've gone through the branding process. They're very savvy and let me tell you; they are incredibly generous and will give you feedback if you ask on your suggested brands, on your creations. They'll let you know if it's a good idea or if it's not a good idea.

They'll tell you why and they'll help you tweak. Use the Ning forum because it is an invaluable resource. Really, really, really truly. There are some really good expert people in this group who can seriously help you get clarification and get your brand nice and solid. That's a big, big benefit because then it's not just you out there trying to figure out, "*What the heck is Anne talking about?*" You've got somebody else who can give you some feedback. And I want to tell you also, I would like to see each one of you with your own thread started with your draft versions of your new brand and taglines, okay?

We're going to talk about taglines today because, I know I went over a lot of it last week, and a lot of information really fast. I haven't heard from very many of you about how the homework was, if you have any questions or what's going on. But if you are seriously, seriously, seriously looking to have a new brand by the end of



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this class, then you need to do the homework. You need to ask questions in the forum, you need to put your draft in there, you need to sit down and really do the work. Now, you've got two weeks between this class and the next one. And of course, we've got the holidays in there so hopefully, we'll have some time to really dig in and do the homework.

If you've already done the home work from last week and you've got some new questions, go back and do it again, because you would be amazed at how doing that home work will help you gain clarification. Because I bet that even if you did the homework, you probably have new distinctions and a new awareness that if you do the home work, you would get even better answers. It's really interesting how that works. I think I saw somebody wrote, "*You tweak, you tweak*" (I think it was Rick), "*You tweak and you tweak and you put it out and then you tweak again.*" and that is really, really, truly the case of you getting clearer and clearer as you move down this path.

But if you don't do anything, you're not going to get the results that you really want. So be sure you put yourself into this. It's uncomfortable and sometimes you are going, "*I just don't understand.*" If you don't understand, ask, because that will help. I just really, really want to sort of belabor that point because you really have this incredible resource at your hands and I want to see you, guys, use it. Again, next week, no class. The next class is going to be January 2.

I saw that there was a question on the Ning forum about "name." Because last week, I said, if you don't have your name as a URL, go get it. And the question



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was, “*Well, why should I?*” And here is the answer to that; you don’t know where your business is going and right now, you don’t need your name as your business, although some of you have it. But the truth of the matter is you really don’t, you’re frankly kind of small, right? Your business is small. It’s still kind of a baby business.

My business, if you will, is still in some way, is a baby business and I wouldn’t even use my name as my business. Not yet. But I have my name, because at some point, I may grow to the point where I am well known enough that I want use my name as my business rather than Divinely Intuitive Business. I may grow into a space where it’s just Rev. Anne Presuel or Rev. Anne or Anne Presuel.

I have all three of those, actually, as options in my brand or excuse me, as a URL. I’ve purchased all three of them because I don’t know where I’m going with my business and you don’t either. But the thing is, if you don’t get it and you grow, someone else may get it and then you’ll end up paying thousands of dollars for your name and you really don’t want to do that. So that’s why I say, get your name. Make sure you have it.

Make sure that you have the iterations that you want. Someone will probably say to me, “Anne, you probably need to get it with all the misspellings, too.” Like Ann, A-N-N Presuel. I probably should, actually. I probably will go do that, because the truth of the matter is, I have that for Divinely Intuitive Business. I have D-E-V-I-N-E-L-Y because people misspell that all the time. So, I would say, once you get your brand, you want get any misspellings as well. I don’t want




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someone else to own your name. The other question was, “*Should I get a .com or .net?*” If your name is gone in .com, then get it .net. If your name is already taken, consider using a hyphen. Just consider it. I think that probably ten years from now, we’re going to see a lot more hyphenated URLs than we do right now. It’s interesting and I’ll go into that later. That’s why you get your name and definitely always, always, always get .com first. Always. You’re always going to want to look for .com before you look for .net. Now, Suzanne, it’s funny because Suzanne Evans has .org. So, that’s kind of interesting to me. And I don’t know the reason she has SuzanneEvans.org. I don’t know but she has it. Maybe somebody got .com, I don’t know.

So, I want to say that I love, love, love that you guys all started looking at brands that you posted in the forum, these variety of brands. I think that’s just brilliant. That’s absolutely fabulous. The reason is that as you start to really look at brands, other people’s brands, you get some ideas of what it is I’m talking about here about how a brand can represent and reflect what someone is doing. It can reflect to their business. It can reflect how powerful the words can reflect very clearly what it is that person does.

And again, with the taglines, the tagline is, to me, is sort of the punch, the second punch. It’s like you get the idea of what they do, but when you read the tagline, you really get what it is that they’re doing. The fact that you have already started this journey and you started really looking at what the brands are and what the



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taglines are, you have some role models to take a look at to begin to your own process of creation. I just think it's brilliant.

I'm going to finish up, I put the first draft together but I need to add some things, so I was thinking about this later, some other brands that need to be added on to the collection and I'll have that for you later today or first thing tomorrow. It'll be in the forum so you'll have a handout with several pages worth of brands and taglines so you can just go take a look and just see what someone else is doing. See what you like. See what you don't like.

You can get ideas because if you're creating, you kind of need to know what other people have done, right? So the fact that you already started this process, I think it's just wonderful. And as you start posting the draft of your brand, of your own business, it's not about comparing because I promise you don't want to compare because that's deadly, you know that. Comparison, I think, is just a really bad idea. But you can get ideas and you can see how someone else has done something.

I remember I said last week about certain words become really important to you in your own business as you're creating your brand and creating your tagline. Not everybody is going to resonate with those words. We're going to go deeper into taglines today because a tagline is really about your message. It's about who you are and what you do and what your promise is. We're going to go a lot deeper into taglines today.



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One of the questions on the forum was about keyword research with taglines versus the URL. Without going back to that specific question that I didn't write down, but I did want to say, it is important to do keyword research both for the tagline and for the URL. But here's the thing, the keyword research is more for the URL than it is for the tagline. Yes, you need keywords for writing copy, but you don't have to worry so much about the competition and search numbers for writing the copy. You want to know a little more about the URL itself.

The keywords for the URL at a minimum, how many people are looking at this for this particular word, or keywords, this group of words, globally each month versus the competition? How much competition is there? If the competition is high, you don't want to use that grouping of words in either your tagline or your URL. You just don't. So if the competition is low, medium to low, it's okay. But it depends on how many research, how many keywords researches are being done each month for that keyword phrase or the keyword itself but probably the phrase, more the phrase. You're just really going to have to do some research. I'm sorry but you are. It's just the nature of the beast, okay?

I just want to remind you that when you're creating a brand name, you want it to be "benefits-driven" or "benefits-focused." You want it to be focused on what they're going to get. It's not about you. It's not about you. It's not about you. It is about what *they* are going to get. It's not about you. And I say that over and over because we see that people like to make it about themselves and they forget that when they think, "*Well, this is about them too.*" Kind of, but not really, okay?



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You want to make it about what they're going to get from working with you. You want to make your brand name about them.

Again, my own coach's brand is, "MakeYourSuccessEasy.com." It's about what I'm going to get from working with her. She's going to make my success easy. Working with her makes my success easy. So you want to just remember that that's what you focus on when creating a brand name; benefits-driven / benefits-focused. Okay? You want it to be about the promise that you're providing.

Your tagline is your extension. It's about your message. It's about what, if anything, in your brand needs explanation? What, if anything, in your brand needs to be explained? It's always going to be benefit-driven as well. It's always going to be about the benefit that someone has. Again, go back to the taglines of the solopreneurs, this list that I'll provide you and notice how they talk about the benefit of working with them. That's a huge piece. What is it that the people get from working with you? If you want to look at someone, let's see, MarketingGoddess.com. Her tagline is, "Bring Your Brilliance Forward." That's just brilliant. It's brilliant. Bringing your brilliance forward marketing goddess. You'd say, "Wow, that's about her." Yes and no. Basically, she teaches you how to be a marketing goddess. Now she could say, "YourMarketingGoddess.com" you know, she could say that. She might even have that and forward it to marketing goddess.

Oh by the way, let me just say this regarding your name; once you get your name as a URL, you can always forward it to your main website. I do that. I forward



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my name and it shows up on DivinelyIntuitiveBusiness.com. And that's what I would say to do with your name. So when you think about that, going back to the tagline and that brand, okay?

Here's one of them that somebody posted and it says, "YourPurpose.com." Okay, my purpose. oh, my purpose, my purpose, my purpose, my life purpose? My work purpose? What? But the tagline takes it deeper. And it explains, unleash to which is so brilliant. Unleash your life purpose and get paid for your passion. How great is that, right?

So suddenly, I totally get what that person does. I'm going to discover. I'm going to unleash. I'm going to take the lid off my life purpose, what I'm here to do and I'm going to get paid. And it's going to be my passionate work, something I love to do. That's a brilliant tagline. So you want to have your tagline really dealt into who you are, what you're doing and what you're bringing to the world.

I'm going to stop looking at those and go back to the class, my class notes here.


So here's a question:

What is it that you want people to know about you and your business?

What do you want them to know?

For me, when I was creating mine, we've already done the Divinely Intuitive Business. I told you this last week that I wanted it to be about my business, or about business. I wanted it to have the word "Divine" in it. That was so important to me. And something about "intuition" because to me, it's like you can't do one



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without the other. So we came up with Divinely Intuitive Business. But then that left us with, “*Well, okay, what’s that about?*” And that’s when I started this next piece which is what do I want people to know about me and the business?

So I’m going to ask you to do this and this is going to be part of your homework. Or you could do some of it right now. You might know and I’ll actually, let’s just take a few moments to do that. So everybody get some paper, get a pen or pull out your computer, either one, that’s fine. And I want you to list ten benefits that people get from working with you. I think we should do this now. So write them down. I’ll be quiet.

Alright, I’m going to have you stop at this moment because you might have already finished it, you might need more time. If you need more time, do it after the call, okay? When you’re doing this, go back and just look at the following two questions:

What is it that your potential clients want?

What are these benefits that they get?

But what is it that they want?

And what is your promise to them about working with you?

Going back to my tagline, *Your 6th Sense Guide to 6-Figure Business*, what am I promising people? I’m promising them that by using their intuition and using mine, they’re going to get their 6-figure business, if they do the work, they take the action and they will get their 6-figure business.



So what is the promise?

Now when you look at some of the others that I've mentioned, the promise, bringing your brilliance forward, bring your brilliance forward, what is that? You are getting the promise of bringing who you are, that amazing, brilliant person that you are inside. You're getting the information, how to bring that forward in marketing, right? While the other one, the promises, you get to unleash your life purpose.

You get to unleash it. You get to take it out, bring it out, open it up, man, and get paid for your passions. That's a promise. You get to do that and get paid.

Bringing up another one, "*Attract your niche.*" You get to target your market, attract your ideal clients and you get to make marketing easier. I think that's brilliant.

So those are the things you want to keep in mind when you're listing your ten benefits.

Now, the next thing I want you to do is to highlight the top of the biggest, the juiciest, the strongest two or three, because those two or three are going to be the ones you focus on. Now, you're going to get out your thesaurus and you're going to go look for juicy words. You're going to write down the words that really appeal to you. I'm not going to do that right now, but you're going to do this later,



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okay? You're going to write down the words that really appeal to you that are from this biggest two or three.

This is how you do it, guys. This is the process of creating your Divine, juicy brand. So you're going to write those ten benefits that people get from you at least. You can write more if you want, but you're going to highlight the biggest two or three.

You're going to get out your thesaurus and look it up. If you've got Word, then do Word, you know? That's fine; I do it all the time on my computer. And you're going to then, write down the words that appeal to you from that. And you're going to start putting things together into a sentence. You're going to start to put things together.

And what you might do is talk with someone about why you're doing what you're doing. Talk with them, even if they're not, if you don't have anybody there, sometimes I'll do this out loud. I'll just talk out loud so I can listen to myself and hear what it is that I am saying. I'll go looking for the salient points, the most important points of what it is that I said and I will write those down. That will start to give you some of the language that you're looking for as you're creating your brand, your tagline and your brand name.

You want to remember that when you are talking about benefits, like say for example, you might go, "*Will people get peace of mind when they work with me?*" I love that. So they get peace of mind. You know, I got to tell you, here's the thing with any healer and hopefully coach; when someone works with someone,



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hopefully they're going to get peace of mind. Even if it's for a short period of time, they're going to get peace of mind. That is the part of the work that we do as Divine entrepreneurs. We provide peace of mind.

Great, they get peace of mind. They get peace of mind, so that what? So that they can do what? What is it that they're going to get out of getting peace of mind? So that they can go and have a glorious day? Well, okay so that they can go and have a glorious day, so that what?


Well, so that they can do their work. Great, write down: do their work.

So that they can do their work in happy state, so that they can do their work in a more organized fashion? Great, write this down. They're happy, they're going to have more organized ways of doing their work, they're going to have better relationships, and they have more peace of mind so they have better relationships with their colleagues. Great, write it down.

Those are benefits. Do you see what I'm talking about? They're tangible benefits. "Peace of mind" is great, but it's sort of fluffy, very soft, it's not tangible. We want tangible. When you look at those taglines, you're going to look at and see that people are tangible when they do their talking. When they do their promises, they tell people what they're going to get from working with them.

Now, don't get hooked up on - oh my gosh, I can hear it on the phone, I hear it all the time with people - you're going to get, "*Oh my gosh, I can't promise they're going to get peace of mind.*" That's not what this is about. Well, yes it is and no,



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it's not. You cannot promise that every single person that you work with is going to have better relationships with their colleagues or whatever it is that you ultimately came up with when you wrote out peace of mind so that they can, whatever.

What you are looking at is, if you've had one or two or three people have those results, then that is something that you offer, that you bring, that's something that you help them do. I've had people make six figures from working with me, but has every single person? No, because not everybody is in the spot in their business where they're ready to step up and make the six figures.

Maybe they have to do some things first. Maybe they have to build their list. Maybe they have to make more connections, go out and do more speaking. Maybe they have to brand themselves first. Maybe they have to build other pieces. Maybe they have to build a website first, okay?

Does that mean they cannot make six figures? Heck no, they totally can. They follow the steps, they do the work, they build, they can definitely do that but, can they do it within the first three months? Maybe... Not unless they're in a super, super spot in their business and they are able to turn things around very quickly.

Here's the thing; I can offer someone something, but they are going to have to be the ones to do the work. And that's the same thing when you're offering a promise in your tagline. It's not you doing the work, it's you facilitating someone doing the work and this is a really, really, really important distinction you've got to get when you are creating your brand or writing copy or doing anything in your business.



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When you're promoting or marketing, you have got to get that you can help facilitate someone having that result but *it is up to them to do the work.*

Absolutely, one hundred percent up to them. You can lead the horse to water all day long, but you cannot make them drink, okay? Really get that.


For anybody who's providing weight loss services, you know that that's the case. Anybody who's helping someone build their business, you know that that's the case. You can help them, but they have to do the work.

I really want to get that really important piece honed in because I know that that will come up for people when they are looking at creating a promise in their business, in their tagline, in their brand, whatever it is, in the copy when you're promoting something, it doesn't matter, you're always going to have that conversation.

And as soon as you get that it's not up to you, it's up to you to facilitate, it's up to you to provide the opportunity, but it is up to them to do the work, you will have freedom in understanding the promise of your brand and the promise of your work, okay? Really, really, important distinction.

So let's talk about what the heck a tagline has. I'd like to define a tagline as an elevator speech on crack, really and truly. It's in, it's out, short, sweet, to the point, man. It's going to tell who you are. It's going to tell what you do. It's going to tell even who you serve.



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You can see that in my tagline and it is so flipping clear who I serve: ***“Your 6th Sense Guide to a 6-Figure Business.”*** It is so clear that I serve the Divine entrepreneur. I serve the people; the healers and the coaches who have a spiritual connection. I serve the people who are all about healing and helping others to live an incredible life but I also serve the people who are about that but also wanting to create an abundant business.

They’re not out there really just saying, *“Okay, let me just give my services to anybody who will take them.”* They’re serious about their business and they want to create an abundant business not just, if you will, a ministry. I’m a minister, you know that. So I had this big thing for long time about wanting to give away my services and I get it. I really get it, but the thing is, my business is a business, it is not a ministry.

Okay, so having said that, let me just also say that it is also a ministry because I serve my clients. I love my clients and I will give them everything I can and this is really true. Everybody who’s worked with me knows this; I will give them everything I can to help them out and they have to go do the work, right?

But I can’t do it for them. As much as I love them, they have to do it. So it is my ministry to help support them in every way that I can. So in that way, it is also a ministry but it is a way I have bridged the two.

So, your tagline, you want it to be your own elevator speech on crack, frankly. You want it to be, I’m going to go back to some of these examples that we have, again, Bring Your Brilliance Forward. It’s like she is just saying, *“Okay,*



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Marketing Goddess. My brand is Marketing Goddess and I'm going to teach you how to bring your brilliance forward." It is like you can't get much shorter and simpler and sweeter than that.

Look at Julie's *ComingOutEasy.com - Be True to You*. Seriously, talk about a clear, clear brand. It is so sweet. That brand is so sweet and juicy. It's so clear, you know what she does. You know what she stands for. She stands for being true to who you are. That is brilliant. It's just so brilliant and it's helping others be true to who they are, right?

You know Moira has "*Divinely Inspired Weight Loss - Love What You See in the Mirror.*" Oh, my gosh! It's not only about the weight loss, although the weight loss, because that's the reason she chose that, it's about people that want the weight loss so they Google, "Weight Loss." But she also has this spiritual component and how it's inspiring. So she's got the whole shebang here and a really juicy brand. Love what you see in the mirror. Who doesn't want that, right?

What woman does not want to look in the mirror and say, "*Oh, my gosh! I really love you. I think you're beautiful just the way you are. You may have some sags, you may have some stretch marks, you may have some lines, but you are beautiful and I love you.*" That is a brilliant promise and I love it. I think it's just so beautiful.

So, your tagline, you want it to have a short snippet of who you are, what you do and who you serve. And the characteristics? You want it to be kind of hooky. You want people to really get engaged with your tagline. Hooky is different from



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cute, okay? We don't want cute unless it's clear. It can be fun, absolutely, I love fun taglines. I think they're great. I told you that one last week, *No. 1 in the No. 2 Business*, I think that's just for the plumbing company. I think it's brilliant. Okay, that's cute, but it's also clear.

And here's the number one rule, number one rule for your tagline, your message, ***you want it to be clear.*** It can be cute but it's got to be clear. You want it to draw someone in. These may seem like a lot, these characteristics that I'm going to give you, don't worry about it, don't worry about it, okay? Because when your tagline shows up, it will have these characteristics.

Don't be pulling your hair up going, "*Oh, my gosh, can it be this? Can it be that?*" I just want to give you the characteristics so you'll have something to work towards, alright? You want this to be hooky, or juicy. I'd like to call it juicy. You want it to be short and sweet.

We've got some in here that frankly, go on forever but they work. If it's a couple of lines, like The Organized Artist Company and their tagline is, "*Dedicated to helping creative people who want to be more organized, and organized who'd like to be more creative since 1999.*" I would have put something like, "*Helping creative people who want to be more organized and helping organized people who want to be more creative.*" Period. I wouldn't have done, "*Dedicated to this since 19...*" you know you can shorten it up. I think it's actually clever. I think it's cute and I think it's good, but I think you can shorten it up, okay?



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Let's see, here's *Bob the Teacher*. I love Bob the Teacher. I think he rocks. Now, his tagline on BobTheTeacher.com is, “*Discover how to help people profitably with your information product services and recommendations.*” I think that's long. I just do. I think it's long. It doesn't have to be that long.

Let me get down to *Divining the Muse: Decipher Your Dreams, Discover Your Story*. I think that's great. Look at that. It's short and sweet: *Decipher Your Dreams, Discover Your Story*. That's brilliant. The point is, it can be cute but try and make it not too long.

The one that I read to you that just went on forever, that's an elevator speech on crack. That's basically an elevator speech, right? You want it to be short and sweet, to the point. You want it to inspire. You really want it to inspire someone. Not everybody is going to get inspired. But you want it to inspire *your* people.

There are going to be people who look at mine and then turn their noses up, because they'll go, “*6th-Sense. Oh my God. That's of the devil.*” They'll be those people who would just turn away. Great. Please, turn away, you are not my people. Really and truly, you are not my people.

So, you want your tagline to be something that draws your people in. Not everyone; *your* people. That why we did this, “*Who are your people?*” before. Who are your ideal clients? Because we want them to be the ones that come in. We want it to be fun and it can be funny, but it has to be clear. That's the No. 1 rule here, remember that.



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It has to be *benefits-driven*. It has to be *about them* and it has to be *clear*. **Those are really the three big rules.** Those are the three biggies. Benefits-driven, clear and, (*laughs*) I totally forgot what I was saying. Whatever I just said, okay? It's not about you, but about them. Benefits-driven and clear.


Again, over the next two weeks I want to see every single person in this class who is working on their brand and some of you again, you've already worked on your brand so you don't have to do this, but those of you who are working on your brand, please use the Ning forum. You want to, please, use your own thread for your versions, for your drafts of your brands and your taglines.

This all about your message, guys. This is your message to the world. Who are you? What are you doing and what are you providing? Your message, basically, right now, it's going to be your message on crack. Really and truly. I love that. I think that's a cute saying and I might start using that a lot. That's what you're going to be doing. Get your name. Again, go looking for it on Whois.com. Go there and then order it, wherever you're going to order it for where your hosting is.

Let's see if there's anything else I need to tell you and then we're going to open up the lines so that everybody can ask questions if you have questions. I think that's it. If you want to talk, it's *2 to raise your hand. To ask a question, get some laser coaching here. Grab it while you can, okay?

Alright, great. We've got Catherine. I'm going to un-mute you Catherine. Hi.



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Catherine: Hi. I just have a quick question. You were mentioning taglines that were listed. Are they listed in one list on the forum?

Rev. Anne Presuel: Yeah. I think Barbara started and people started listing, so I had Luisa go through grab them all and send them to me in a document. The document is now cleaned up. I've got some others that I wanted to add in and then we'll put it together in a PDF. But right now, we've got, probably, most of the ones that I talked about here are the ones that are in the forum under Barbara's thread.

Catherine: Thanks.

Rev. Anne Presuel: Sure, sure. Absolutely.

Catherine: That's it.


Rev. Anne Presuel: Okay, thanks, Catherine.

Okay, anybody else have a question? It's *2 if you want to talk. Okay, Sheila.

Sheila: I wanted to point out that YourPurpose.com is a perfect example of someone who went to benefits-driven URL. That's Baeth Davis, who for years is a HandAnalyst.com and now you put in "HandAnalyst" and you get forwarded to YourPurpose.com.

Rev. Anne Presuel: Oh, isn't that interesting. So, see, that's somebody who rebranded then. I think she worked with David Neagle actually. Although, that's interesting that she rebranded.



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Sheila: I think she’s worked with a lot of different people but...

Rev. Anne Presuel: Say that again?

Sheila: I think she’s worked with a lot of different people. I don’t know who she worked with directly in the branding and I just pointed out in this case, it’s a perfect example of what you’ve been talking about.

Rev. Anne Presuel: Well, David’s pretty much, you know, he’s worked with Fabienne Fredrickson, Lisa Sasevich, Kendall Summerhawk. David’s pretty much the go-to guy, and I believe Ali Brown. I remember reading that he worked with Baeth too. I wonder if that happened... when, I don’t know. I’m saying this and I shouldn’t be saying it but that’s very interesting that she was the Hand Analyst then she went to YourPurpose.com. Very cool.

So does anybody have any questions about their own brands that they want to talk about? *2. So everybody is good with their brands? Did you do the homework, everybody? Okay great. Anne, are you there?

Anne: Yeah.

Rev. Anne Presuel: Okay, good. Thank you.

Anne: Okay, I mean, it’s been dead for a while.

Anne: I had to call. I said, *“Okay, I did something by trying to raise my hand.”* And I unhooked myself and I called back and said, *“It’s still dead.”*



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Rev. Anne Presuel: I don't know what happened. Okay, so, I'll get Rainier Oregon next. I don't know who that is, but I promise I'll get you next. Alright, so go ahead Anne.

Anne: Okay, so my question isn't really clearly formed, but I'm thinking...

Rev. Anne Presuel: It's okay.

Anne: It's set, I have it and it's that but I'm just starting up the business and starting it on the basis of feeling that I have coached so many people in the past, so that's what I've been doing. So, it's that difficult thing and...

Rev. Anne Presuel: Did you do the homework, Anne?

Anne: No, I didn't have the chance to do it, I apologize.

Rev. Anne Presuel: Okay, you kind of need to do the homework.

Anne: Okay.

Rev. Anne Presuel: So who was it that you're trying to serve?

Anne: This is what I've been grappling with all along; I guess my question though kind of went to how best to get in the people that I served, in their words, what it is they've gotten because I think I keep thinking what it is they're getting. I don't know what I'm really hitting it. Do you know what I mean?

Rev. Anne Presuel: Have you made a list?

Anne: I've tried, in the past and I think it ends up being like my (*static*) what I think is getting and so I was just wondering, if others have actually asked people



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what do they get from working with and if so, what wording or in what circumstances they asked?

Rev. Anne Presuel: Alright, let's try this Anne, okay, so what is it that you have done? I know that you've coached them. What is it that you want to do when you say, "*I want to do coaching?*" What is it specifically, that you want to do with them?


Anne: Yeah, I think I better table my question because I think those are my big questions and I'm still working on those answers. So I haven't done the homework so yeah, I'll retract my question for a couple of weeks.

Rev. Anne Presuel: *(Laughs.)* Okay, do the homework and then put some questions in the forum, alright? Because that will help you get clear and focused and if you want to ask your people, "*What did you get?*" then go ahead and ask them. Here's a challenge with that, number one, you may get some really great answers and I would say, "Go for it." But you may also get some answers like, "Well, you know? I really felt better, a lot better about that issue."

Anne: Right, right. I think that's it, how do you get down really deep to things.

Rev. Anne Presuel: You keep asking questions, "*Tell me more about that. Do you remember what it was like before because I kind of remember the question you are really upset and you were... you know, when we talked and then you had some clarity after that. So how did things change?*" So you're just asking questions, as you ask them to get more and more specific. So that's part of the challenge but



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that's also part of the fun of this. And you know, they'll probably remember. If you've got a couple of people that you feel like you could really ask (*static*).

Anne: Yeah.

Rev. Anne Presuel: Does that help?

Anne: It does. And I think that's it. Yeah. Thank you.

Rev. Anne Presuel: Just keep asking. Because sometimes most of us are not trained to think in the specific. Most of us, we think very general. Let me say that I think most (*static*), we think very globally. We don't think in the specific like, you know, "*I noticed when my husband came home, I couldn't wait to see him and I feel great about connecting with him or fill in the blank, I don't know, and my kids, my kids are wonderful and I didn't have that frustration with them anymore. I felt really good.*" You might get that. And then you could say, "*Well, tell me more about that.*" And then you write it down. And then read it back to them or not read it but get back to them so you'll really get clear if that's what you're saying.

Anne: And that's the big juice, I think that's it. It's just that I tend to be very general and just have that sense that they're walking away feeling a lot better, a lot calmer, a lot more at peace, and that's enough, you know? It's very hard to find out what is it specifically.



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Rev. Anne Presuel: You know what? I love that you said that. It is enough when you are not charging for it, but when you are charging and you then are going to start marketing it, it's not enough.

Anne: Right. And that is the hard part, to start getting into that mindset. And what you're saying, and what I'm saying, I mean I know, it's just months of knowing this and hearing that same message and every time I hear it, "*Okay get a little more of that piece of it and a little bit more and one of these days it's really going to all sink in and come.*"

Rev. Anne Presuel: Let me tell you what a *(static)* sweetie. *(Laughs.)* And here's where it's going to sink in, when you start doing it. *(Laughs.)*

Anne: Yeah, yes, okay.

Rev. Anne Presuel: And your feet aren't to the fire. When you do start putting yourself out there and really sitting down and writing out copy, then it's like, "*Oh, I'm really confused here.*" And that's where the training comes in. *(Laughs.)*

Anne: Right. For all of us, thank you.

Rev. Anne Presuel: That's great, thank you for that. It's really good. Alright, so I know somebody else had their hands raised. Who else? Yes, Ms. Oregon. Who is Ms. Oregon here?

Karen: Is that Rainier?

Rev. Anne Presuel: Yes.



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Karen: Okay that's Karen Aquinas.

Rev. Anne Presuel: Hi Karen!

Karen: Yeah, I'm not actually in Rainier but that's where the phone number comes from.

Rev. Anne Presuel: No, you're in McMinnville.

Karen: Yes.

Rev. Anne Presuel: I know this because my mom lives there, guys. Yes, Karen, hi.

Karen: Hi, well I have several questions and first thank you for addressing the questions I posted in the forum.

Rev. Anne Presuel: Yes.

Karen: But I think I'm kind of going to table the ones I raised my hand on, and tag-alongs this line-up of focusing on the tangible results because that's really a lot of why I signed up for this class was to be able to give that major speech on steroids, you know? I have a guy and he can mow his lawn now, that's tangible. But I'm not going to put, "*Oh, you'll be able to mow your lawn.*" You know?

Rev. Anne Presuel: (*Laughs.*) No, you don't want to (*laughs*) but you can put, well, what was the problem before? Did he have anxiety? Did he have...

Karen: He was suffering from gout.

Rev. Anne Presuel: He had what?



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Karen: He was suffering from gout.

Rev. Anne Presuel: Doubt whether he can mow his law?

Karen: No, gout with the G.

Rev. Anne Presuel: Oh, gout. I'm sorry (*laughs*). Sorry. Let me ask you this, do you deal more with the physical than with the emotional?


Karen: Well, I don't really want to but that's where I see the most tangible results. I mean people can sleep better. Whenever I work with people with trauma, or other issues in general stress, sleeping better is one tangible thing but other from that I'm more like to tell you that, sorry, I don't remember her name. They have more confidence and they will explain to me, "*I feel that I can go out and do what I want to do now.*"

Rev. Anne Presuel: That's huge; make sure you write that down. That's huge. I feel like...

Karen: I did write that down but it's too big. For me it's not like tangible.

Rev. Anne Presuel: Yes, but it's a good starting place. It's a good starting place. It is too big. And here's the thing for everybody else, I know Karen is an EFTer. With EFT, especially in the beginning, first of all, you have to specialize as you go along, okay? You're going to definitely have to do that. Here's the thing, and I always bring back my own coach, Pamela's experience, and Pamela of course, is an EFTer as well, right?



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But here's the thing with that; when she started, she had one person that she was business coaching. One person she was actually getting money from. And then, she declared herself as that. And then she began to go and get the trainings that she needed, she began to get the experience and when she first started out, she wasn't very good.

Now, she's a cracker-jack business coach, okay? But she got the training, she got the learning, she's been in business so she knew how to do a business but this was a totally different business model than what she's been doing in her own business, the other business that she's been doing, and she wanted to do this. So she started somewhere and she declared herself as something. And then she began to really hone it and get the training.

I can tell you that declaring yourself is one of the most challenging, scary things you can do. It really is but then, you declare it and you take the action to move towards becoming that. And that will always be the case when you're building a brand. It's always going to be declaring, okay? So, this would be the question I would ask you, Karen, who do you want to serve?

Karen: Believe it or not, I think I want to serve people, a group of population I never served yet. (*Laughs.*) I think teenagers.

Rev. Anne Presuel: Okay, so in what way do you want to serve the teenagers?

Karen: Well, I knew a new disorder. Kids who are, you know, the whole "big" thing, I want them to be happier and I want them not to despair and be distressed



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especially kids who don't finish in the public school system. My background is in education. I have a lot of the information there and a lot of experience with children and teens. I know that that part of the population really suffer a lot around just social issues and being in the world today as it is.


Rev. Anne Presuel: Okay, let me say something. I really want you to hear this. And this is for everybody else who may be deciding who their niche market is. Number one, if you decide to go forward and serve the teenagers, you are going to be marketing not to the teenagers. You will be marketing to the parents.

Karen: Yeah, yeah. I realized that.

Rev. Anne Presuel: You will, because the parents are the ones who are paying, not the teenagers. You'll have to create your brand around the service towards the parents and the promise to the parents, not the teens. Now, you've got a double thing with the teens, if the parents are the ones who are paying, you have to also then enroll the teenagers. So you've got a double thing here which is, frankly, as far as the business is concerned, huge challenge.

Let me just say that as a business coach, it is a huge challenge because you are going to be marketing to the parents then the parents are dragging their kids in. You've got double enrollment here. I wouldn't touch it with a ten-foot pole. What I would touch, let me just say this, what I would touch with a ten-foot pole is creating a business and then serving as either a non-profit or a ministry or some sort of outreach to the teenagers you want to serve. But then even so, you have to look at how are you going to (*static*) those teenagers? And in what way are you



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going to serve them? I totally commend you for wanting to reach out to the teenagers. I totally commend you for that. I love it because they do need it. Now, number one: how are you going to reach them? And number two: how are you going to make money doing that? So, if you're building a business, again, it's not a ministry, it's a business. And as a business, you need to look at who is going to pay? How are they going to pay and how are you going to get them in the door?

Karen: Yeah. Makes sense. So that's already kind of a ministry thing because I'm taking on one teen as a scholarship thing which is kind of, most people will see it, "*Yes, she will work.*" As I'm reaching out so I'm probably willing to target different groups, I just don't know what it is yet so which makes this process a lot harder.

Rev. Anne Presuel: It does, it does. No question about it. Yeah, yeah. For everybody here listening to this, this is really, hands down, one of the challenges with healers because we want to serve everybody and we want to serve those who really, really, really need our help.

One of my dear friends, Ingrid Dinter, was serving the veteran population. She is well known in the EFT world for serving the veteran population. And she came to the conclusion this past year that that population is not a paying population. She loves serving them and she does it now as her outreach but she doesn't do it as her business. She needed to make money doing her business so she totally rebranded herself this year.



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So, it's very, very admirable, but it is very, very real, in when you are running a business, you need to serve a population that can pay you. So I don't want to go into like a big business coaching area here, but when you're creating a brand and creating who it is you want to serve, that's something you absolutely have to think about. Okay?


Karen: So, thank you.

Rev. Anne Presuel: Thank you for that. Alright, does anybody else have any questions? *2 to raise your hand if you have any questions. Anybody have any tapping requests? Okay, very good, alright everyone, I will see you on our next call, two weeks from now. Have a wonderful, wonderful holiday. Totally enjoy your holiday.

And get some draft brands out there because we've got some great people who can help you out. Get them out. Get yourself branded because that's what you're here for and that's what you're paying for so do the work, have fun with it. This is really a lot of fun to do. And it's very creative so all of the right brains in here, they can help you out with juicy names and what you can offer to the world and there are people who can talk with you about some of the, who are you serving, who is your niche and all of that. Just ask, okay?

Alright my dears, have a great holiday, unless there's any last minute requests real quick, we'll see you in two weeks. Oh, wait we do have one. *(laughs)* Go. Oh, wait I muted her by accident, okay go for it Sheila.



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Sheila: Now I'm on mute myself. *(laughs)*

Rev. Anne Presuel: Yeah right. *(laughs)*

Sheila: Now I just want to point out to you that I sent you an urgent email and urgent messages that's the 28th is conflicting with another big like reaching the same market type seminar here in South Florida.

Rev. Anne Presuel: Really? Who is it? Thank you for telling me that.

Sheila: Tom Antion is going to be there and a couple of other big people. And the Wiki, it's not sponsored by the Wiki, and it's the Superstar Summit

Rev. Anne Presuel: Alright, so I'll let you guys know. The hotel had issues with the 28th, so maybe I'll go to the 20... excuse me they had issues with the 21st so maybe I could to the 22nd which is a Sunday. We might do a Friday, I don't know.

Sheila: Maybe you could go to the 29th so people could do both, look at what the Superstar Summit has and maybe it could be bouncing one off one another.


Rev. Anne Presuel: Yeah, yeah, that's an interesting point. Just out of curiosity, is it only Saturday, or is it also Friday?

Sheila: No, it's just Saturday. It's brought by the Women Helping Women Mastermind Group and Stand Out Media Group.

Rev. Anne Presuel: Okay, so both Christina Rowe's groups. Okay, alright, very good. Thank you for that.

Sheila: You're welcome.



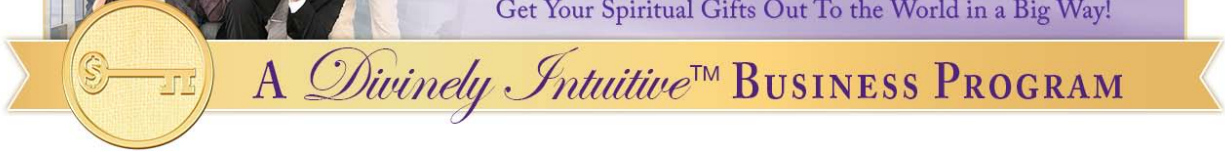
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Rev. Anne Presuel: Okay guys, everybody have a wonderful holiday.

Sheila: You too, are you going to be checking in online? I know you said you're going away.

Rev. Anne Presuel: I'll check in online, absolutely.

Sheila: Okay. Have an awesome vacation. Thank you. Bye.



Divine & Juicy Exercises

Class 2 - Meet Your Divine Message


Let's get clear about *what* your juicy brand's message is all about.

Let's start to talk about creating your tagline. These fun exercises will help you get clearer as you go through this process.

Remember: *Your tagline is about your message. It is about who you are. It is about what you do. And it is all about what your promise is.*

- 1) Who are you? (Are you a healer? A coach? An acupuncturist?) Write all of these down. You will probably have quite a few words that describe you in your work.



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4) What is the promise you offer people when they work with you? (You may have several.) Said another way... what do you want people to know about you and the work you do?

5) What do people want when they come to work with you? What is it they want to get? Write down as many as you can.



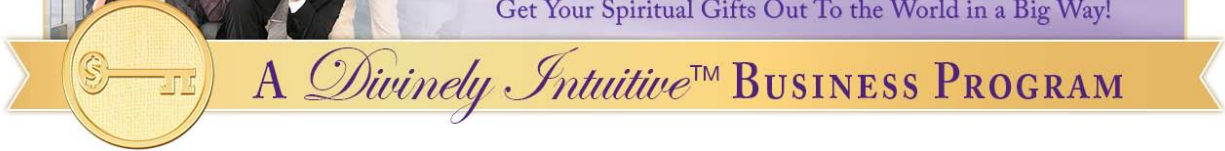
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- 8) Look at the sentences you've written. Be sure they are benefit-driven (or benefit-focused).

Here are tagline characteristics, which will help you as you create yours.

- 1) It's like an elevator speech on crack.
 - a. It inspires and draws your potential clients in
 - b. It describes:
 1. Who you are
 2. What you do
 3. Whom you serve

- 2) It is:
 - a. Hooky
 - b. Juicy



- c. Short & Sweet
 - d. To the point
 - e. Can be fun
 - f. Can be funny
 - g. It must be CLEAR
- 3) Anne's Top 3 Rules for a Tagline:
- a. It is benefits-driven or benefits-focused
 - b. It is clear
 - c. It is about your client, not about you



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Meet Your Divine Logo!

Class 3


Rev. Anne Presuel: Hi everyone! This is Rev. Anne Presuel of DivinelyIntuitiveBusiness.com and we are in Class 3 of *Create Your Divine Brand*. I want to welcome everybody and say welcome back from the holidays. We had a wonderful holiday and I hope you all did as well.

We have a really good class today and we're going to talk about logos. But before we go into the logo conversation, I'm going to open up the line and just see if anybody has any questions so far about the brand. Based on what we've done so far, the URL and the tagline, I haven't been seeing a lot of activity. I know it's because of the holiday but I haven't been seeing a lot of activity in the Ning forum so I'd love to hear, you know.

If you have any questions, let's see if we can get some of those answered first and then we'll go into today's lesson. Does anybody have any questions based on what we've been doing so far? So, everybody's got their brand, everybody's got their tagline (*laughs*), everybody's doing fine with that, right? (*Chuckles.*)

Nancy: Not quite. This is Nancy and I've been working with this for a while and even before I start your class and I feel like I continue to make progress and I have of ideas, a lot of things that are possibilities but I don't feel like I have that one that



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feels just right. That's a bit frustrating on one hand but another way I'm thinking, "Well, I must be getting closer to it." And it almost feels like I need to get the brand part before I even know what the tagline might look like. It doesn't feel easy. (Laughs.)

Rev. Anne Presuel: I would agree with that. It's not an easy process. Let me ask you this, Nancy. I've seen a couple of people some information up in the Ning forum, like some of their suggested brand names. I haven't seen any from you, I don't think.

Nancy: No, I haven't put any up 'cause I have three pages of ideas and I haven't even begun to weed those down to even, you know, the top five.

Rev. Anne Presuel: Okay, totally got it. Here's the question, "How badly do you want a brand?"

Nancy: Oh, yeah, big badly.


Rev. Anne Presuel: Are you willing to really play this week and focus in on that and then put some of your suggestions in the forum?

Nancy: Well, yes and I'm not sure why that would be of any help? I guess that's my question.

Rev. Anne Presuel: To you?

Nancy: Uh huh.



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Rev. Anne Presuel: Because you'll get feedback. You'll get feedback from people. Are you thinking you just want to do this yourself? I mean, if you do, that's fine.

Nancy: Well, it's not so much that as I guess because I tend to live so intuitively and really do my best when I just listen to my own guidance kind of thing that I'm not opposed to feedback but sometimes that does not necessarily helped me because feedback is still just feedback. It's something from outside of myself rather than coming through me. And I think that's what makes it ahh.... I don't know, it just doesn't feel like part of my process.

Rev. Anne Presuel: Ever? I mean, you don't ever get outside help from anything, from anybody?

Nancy: Oh I usually do from a trusted friend. I have worked with other coaches so I'm more likely to get that kind of feedback from somebody who's already on the other side rather than people who are at the same place I am.

Rev. Anne Presuel: Okay, got you. Let me say one thing about that and I totally hear you, and this is such an intuitive thing and I totally respect it. What you may not realize is that somebody may have a word that would just anchor it for you. Like, for example, you may have things you're putting out there, but it's not quite the right word or it's not quite the right the way in which it is being said or something is not quite there. But then somebody will suggest something, and you may find that you get twenty suggestions from people and it's like, "*Nope, nope, nope, nope, nope!*" That's fine too.



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The point I'm trying to make is, sometimes you might get one or two words and you look at it differently and suddenly it clicks into place. I remember that when I was first starting to brand, I just kept working with the words "intuitive," "psychic" and "intuition." As many of those words as I could come up with and then someone said to me, "Sixth-Sense." I loved it but I was like, "*Oh, how am I going to work that?*" But when they said that to me, that was where I was able to come up with that one little piece for my tagline, *Your 6th Sense Guide to a 6-Figure Business*. It just kind of clunked in together. I was just like playing with it and I wrote about a bunch of words and all that sort of stuff but because someone else, not me, came up with that one phrase, that made a huge difference for me.

I'm not saying you have to, like take anything that anybody else has to say, but sometimes it's helpful to hear a different word or a different phrase said. And it's hard, too, because a lot of people don't know the kind of work you do.

Nancy: And I'm still processing how to define what I do and the context of a particular problem that I solve. So, part of it, I think, is that part of my own unraveling or getting more specific, because I do tend to teach more globally and then help people to apply it to a particular thing rather than solve a particular problem and give. I'm much more of a generalist of type of coach and then help people apply spiritual principle to a particular issue rather than take a particular issue and say this is how you solve it.

Rev. Anne Presuel: Yeah, I totally hear what you're saying and the challenge with doing that. That's, by the way, that's what most of us, we really want to do



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that. It's hard for us to hone in, hone in, hone in and specify and sort it because a lot of times, we feel like we're leaving people out or like you said, you're more of a generalist and take those principles and apply them to a particular situation rather than focusing-in on a particular situation. The challenge is for your people, is that it's harder for them to find you when you are that general.

Nancy: Yes, I get that. And I keep thinking there's going to be a point where those two roads which diverged in the wood come back together again and then I see the path to take so I haven't given up that there's a way to do that 'cause I've seen other people do it. You know, I loved your comment in one of your newsletters that you put out recently about the feeling of, "*Oh, that would have been it! Oh, but it's already been taken!*" you know that feeling. That I can relate to. (Laughs.)

Rev. Anne Presuel: Yeah. You know, just keep trying and there's a reason that the saying exists, "*The riches are in the niches.*" It's because when you focus-in, focus-in, it's much easier for people to find you. It's so much easier and believe me there's so many people who are looking for what you have to offer. It's so much better for them when you hone in and specialize and become the expert in this one arena than to be the generalist. Even though you're applying the same principles, you really do them such a service by doing that and you will do your business a big service, too.

Nancy: Okay, thank you. I do appreciate you just commenting to me directly about where I am in the process.



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Rev. Anne Presuel: Sure, sure. It's a process, no question about it.

Okay, alright, anybody else have any questions on the first two classes that we've done?

Catherine: This is Catherine.

Rev. Anne Presuel: Hi, Catherine.

Catherine: I was just wondering. I'm also like Nancy, more generalist and apply principles. I was wondering if two generalists could talk with each other, maybe we'd be able to help each other.

Rev. Anne Presuel: Oh, that's a good idea.

Catherine: *(Laughs.)*

Rev. Anne Presuel: I'm a little concerned about that. *(Laughs.)*

Catherine: *(Laughs.)*


Rev. Anne Presuel: You guys go ahead and talk with each other but...*(laughs)*.

Catherine: I think, maybe, we can post and see if that would make sense to us. A couple of times when I posted in other places and people are not a generalist and then they send back a comment and you're like, "Ahh... *I don't get it!*" I just thought, maybe, we could try that.

Rev. Anne Presuel: Yes. You're both very deeply intuitive so it might be very helpful.

Nancy: Yeah, yeah. I appreciate the offer, definitely. I'll catch up with you.



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Catherine: Okay, thanks.

Rev. Anne Presuel: Does anybody else have any questions about the first two classes on your brand and your tagline? Any comments on how things are going for you as you are doing this? Are you doing this? *(Laughs.)* Are you doing the work?

Karen: Hey, this is Karen.

Rev. Anne Presuel: Hi Karen.

Karen: Oh, yeah. I'm doing the work, too. And I'm coming to a point where I'm finding some things that I like and then I'm feeling like I need to be driven when I go to the Search words that I feel came up. The words that I like are not searched for but these other ones that could work are searched for like crazy and they're low in demand to me on or low whatever that's called, competition. Right now, I'm in a stage where I want to make sure that I am being more intuitive about it and I'm being open to Spirit and guided about it and not pushed by my ego or driven by what might bring me a better income. That's where I'm at.

Rev. Anne Presuel: I think you can have your brand name, be juicy and draw people in and have it be Divinely downloaded. Do you know what I mean?

Karen: Yeah. I have an idea. *(Chuckles.)*

Rev. Anne Presuel: I think if you stand in an intention, and this is for everybody here, if you stand in an intention that you are going to create your brand to be a really great brand that represents who you are and what you're doing and what



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you're bringing to the world ... *and* one that is engaging enough that people are interested in and want to come and see what it is that you have to offer, then you do the work, you do the exercises and then you get out of the way to just see what shows up.

Again, offer them up. I just really think, I really believe in the power of the group, like I said last time, there are lot of people in this group who've been through some branding with me already and they are really good. And I can think of a couple of people on the call right now who are really, really good at coming up with interesting names and really get the process of branding. So I would just really invite you guys to take advantage of that, that resource that's within the group itself.

And stand in that Karen, stand in that you can have it all. You can have it and it doesn't have to come from ego but it can really come from a place where you are being of service to your people and it's engaging and interesting enough that they want to work with you or find you. You know what I mean? They want to look more.

When I did a research in the beginning, just so you guys know, I can't remember if it was Divine Business or Intuitive Business or Divinely Intuitive, whatever it was, there were not a lot of responses. There were few as far as keywords were concerned. Not a huge amount. I just want to say this again because this is really important; don't get too hooked up in the keyword.



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The keyword research is an interesting thing; it's definitely fun and it's definitely a consideration but it is not the "be all that ends all" at all. And I'm not saying that you said that at all, Karen, by the way, just so you know. Because what your business is really based on, especially for quite a while, especially for healers, our business is based on *relationship* with one another.


Our relationship with people that we meet at networking events, that we meet at training events, that we meet online, that we meet on Facebook, on Twitter, etc. They're based on relationship and that is *way* more important than keyword research. I just really want to hone in on that. It's so much more.

I really want to say this; my own website is not keyword, is not SEO, Search Engine Optimized at all, really. You can totally make six figures based on relationship rather than based on sending traffic to your site and having them opt-in, etc. That's a piece of it, but it's not the only piece.

When you do a lot of marketing techniques, those really draw people in and you begin to build the relationship. That's what's the most important...is the relationship. *You are doing relationship marketing.* So, I just want to say that. That's a real important point. It's not as important to worry so much about the keyword as it is to worry about the relationship and finding a name that is really good in you and what you do.

Karen: That's good to hear you say that again. Thanks.



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Rev. Anne Presuel: You're welcome. Let me just say quickly because I've got some stuff I want to go over today but let me just say, is there anybody else that has any questions or any comments before we get going?

Sheila: It's Sheila. I just want to let you know I'm here. I'm still in the niche development and trusting that it falls into place, everything else is going to fall into place.

Rev. Anne Presuel: *(Laughs.)* Yes, yes. And you know what, just really good, too, Sheila, for you, is that hearing this will help you when you get into that spot when you're ready to do that. To really choose, like I said, what we're going to do today is about logos. When you're ready to go and create a logo, it's going to be very clear. And actually, who knows, it may come to you today anyway. So, we'll see.

Sheila: That would be cool. *(Laughs.)*

Rev. Anne Presuel: That would be fun!

Sheila: These intuitive people are just going to fold in for me or drop it down. I guess that's why I opened my voice mail.

Rev. Anne Presuel: You're pretty intuitive too, I won't even go there. *(Laughs.)*

Sheila: What's that?

Rev. Anne Presuel: I said you're pretty intuitive, too.



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Sheila: Okay. That's why I went to the ocean Friday night, New Year's Eve and New Year's Day.

Rev. Anne Presuel: Nice. Everybody else, who's not in South Florida, is probably drooling now.


Sheila: I just opened that one page in the forum with the links to sunrise and sunset. Sunset and sunrise to the earth to wish.

Rev. Anne Presuel: Okay, so let's get started. (*Laughs.*) So, not because I'm schizophrenic in any way shape or form, but because I really did have hotel issues and I put this in the forum, the Live Event is on Friday, January 20. Okay? And I put the location; it's at the Hyatt Summerfield Suites, Fort Lauderdale, Airport South.

Listen, you guys all have a ticket to come, it's a free ticket. It's going to be a great day. We're going to talk about *The Six-Figure Plan for Spiritual Entrepreneurs*. I'm going to outline for you, step by step, exactly what you need to do to create that six-figure business that you're looking for or even high five-figures, whatever it is that you want.

If you want more than that, great, let's even go with that. But I just want to let you know that it's a done deal, we're definitely doing it on Friday, the 20th and I would love to see each and every one of you here. And if you don't come, it's a real shame because the value, here's the thing, if you get one thing, and I know you're going to get a lot more than that, but if you got one thing out of this that made a



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difference financially for your business, it would so serve you not just now, not just for that one, you know, say you got a new client or three new clients or five new clients from it?

It's like you move to a whole new level in your business as a result of taking the action and shifting your mindset around the business that you're building. If you came and you've got something that solid, which I'm certain you will. I remember when Pamela did this and it was just a year ago, if you can imagine this, it was a year ago and I flew to Atlanta to go to hers and I took with me one of my friends and colleagues. When she left, she went and signed on two new clients, and did twelve thousand dollars in business within two weeks after Pamela's event. That what's available for all of you. And I signed on close to twenty thousand dollars in business the next month.

So, the thing is, when you take a quantum leap like that, when you step into a whole new realm of your business and you start to really take action and you get these nuggets, these things that just really fall into place, suddenly, your business is not the same and it's not the same from that point on. Like for the rest of your business, it's not just like for the next month, it's for an eternity. Okay, not an eternity, but for the rest of your business life.

I just really, really want to emphasize taking the action, going and showing up, and being there because I remember someone saying that, "*Half of your business is success because you show up*" and it's like... that's really true.



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So, Friday, January 20: it's about three weeks away. Two weeks from this upcoming Friday, still plenty of time to get hotel. Fort Lauderdale, at this time of year is gorgeous. I went and swam this morning. It's beautiful. It's really lovely so come stay for the weekend, you can go to a hotel that's on the beach. It's absolutely beautiful here.

Ok. I told you we'd talk about your logo. Here's the thing about your logo, which is really kind of interesting; you don't have to have a logo in order to have a solid brand. You absolutely don't, but it's really nice. A logo is sort of like a synopsis of your brand. It's the one thing that is a representation of what it is you do. And it's funny because when I was looking through a number of different solo-preneurs, I was looking at their brands, I was looking at their pages and I didn't see a lot of logos.

So, like I said, you don't have to have a logo and especially you don't have to have a logo in order to have a successful business. You just don't. You have to have a brand, but don't have to have a logo, okay? But I think a logo is really nice, and I didn't have one until a few months ago when I hired a graphic design firm to help me. Once I got really clear about my message I created one. And I get that a lot of you are still getting clear about your message or getting clear about your work or getting clear about your brand, but since this is a branding class and logos are part of the branding, I want to cover it so that when you are ready, you have this information.



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Plus, we're going to do a visualization in a little bit, and you'll have that to help you create. We're going to access the right brain, I want you to get paper and pen, you don't have paper and pencil, you don't have to do it this minute, but we'll give you time in just a few minutes to do that. It's really a lot of fun to create something that is a representation of your work in the world and who you are, what you stand for and what you're bringing to the world. You don't have to have it right now; you don't even have to have it a year from now. But it's really nice to have one when you're ready, okay?

I was looking at, you know, everybody knows Target, the company. Target's logo, being the brand, the bulls-eye, they have this new tagline that says, "*Life is just a moving target.*" Which I think is brilliant because it really is. You think of Nike, and of course, the check mark, and when my daughter was little, I was very involved in La Leche League. They have this beautiful outline form of a mother holding a baby, which was just perfect. It's just a perfect representation of who they are and what they stand for.

My own logo now, at this point, is this gold coin and it's got a key inside. In the key, at the header part of the key is a dollar sign symbol. So it's clear what I stand for. I'm all about the key, and the other piece of it is that it's got this sun ray that comes from behind. So for me, it's all about the abundance that is available but the key to the abundance is our connection to the Divine. So the light shining from behind is what allows us to access that.



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But there were several iterations and you should've seen some of the things they sent to me. To begin with, I was like, “*Oh, my gosh, no.*” It was so bad. Well, to me it was bad. (*Laughs.*) It was kind of funny. And that's just part of the process.

When you're ready to create a logo, here's the thing about that, *you really need to be clear about your message, about what it is you're doing and what it is you're bringing to the world.* You need to be clear about why you are in business and what it is you stand for because your logo really is just this simple visual piece that says who you are and what you stand for.

The truth of it is, if you didn't know about Target and you saw a “bulls-eye” but you came from another country, you wouldn't know what the heck that is. Or Nike, if you saw a checkmark, or anything like that. The people who are in your target market, it's a completion, if you will, of your brand. It's a piece of it that is really nice to have. It's sort of like jewelry of your outfit. Those of you who know me, know I like jewelry, so you're probably laughing right now.

So, let me explain to you why a logo is so great. See, when you have a logo, personally, I think that you end up looking a little more professional. It looks like you take yourself a little more seriously. Now I say that and I also know of some solo-preneurs who are really successful and really good and they don't have a logo, so take this with a grain of salt, alright? My opinion. These are some reasons that you would want to have a logo, okay?



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- *You just look more established.*
- *You look like you've got it together just a little bit more.*
- *It helps you be more memorable.*

And that's a really important piece, right? Especially online. Some of them might go, they may not remember your business name but they might remember your logo, *"What was that? Who was that? I remember that thing. I remember that picture. It was so great! I can't remember the name."* But anyway, I know at some point they will remember your name and your logo.


But the point is, it does help you be more memorable. It will help you explain your company name, which is kind of interesting. When you think about Target right? Of course, you were thinking about Nike and the checkmark, so how does that explain Nike? Kind of doesn't, but a lot of times it can help you explain when you think about La Leche League, you know, mother-baby.

What it really does, I think, is it differentiates you from your competition and it differentiates you from the people who are also serving your target market. It helps you stand out, which is similar to being more memorable, but a little different.

- *Helping you stand out.*

This is one of the things that is so important as you build your business. You really do need to find ways to help you stand apart from the others that are doing similar work. And that's where a really great brand, a really great tagline come in.



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We're going to talk about, next week, the personality of your brand. We're going to talk about all of the pieces that go into that but this helps you stand out from the crowd. And that's really important as you're building a business.

- *A logo helps you build trust.*

Now, you would probably argue with that but I really think it does. I think it helps build trust. I think that there's a consistency, there's a likability - *the know, like and trust factor* - especially online, it helps you. And that is really important when you are building a business online. People really put a lot of importance on the things that they see. Maybe not everybody, but a lot of people do.

And so, when you have something, you just look like you're a little more together or even a lot more together. It helps you define yourself, define your brand. It helps you stand out and I think that's a pretty good reason when you're ready to step up and create a logo, or have one created for you.

I had one created for Queen Anne Productions, which I really loved actually. I thought it was pretty cool. It was a "Q" with an "A" in the middle and then there was this little crown to the side of the top of the "Q." I thought it was pretty neat. And it was actually done by an artist that I knew in Charlottesville who knew my work and she did that for me. But it wasn't until recently that I had another one done because I just wasn't quite sure exactly what it was I wanted it to look like. So just know, like everything else in your brand, it is a process like Nancy was talking about earlier.



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Okay, so here in building-your-logo, there are a couple of things to keep in mind.


1. ***You want it to be simple***, okay? No neon colors, no flashing this, no you know. Simple design is always the best.
2. ***You don't want it to be overwhelming***.
3. ***You want it to be inspiring***. You want to draw people in. You want to have them connect with it.

Here's the thing, with your logo, whenever you create one, you're people will connect with it because you will connect with it and like I said, no neon colors. You just want it to have not very many colors. It's really important not to have many colors. You know, one, two at the most, not very many, keep it simple.

So, those are some of the things in creating a logo that you want to keep in mind. Well, and most of all, what does a logo represent? Like I said, we're going to do the visualization in just a moment. I want you, actually, before we do the visualization, everybody get some paper because you need the paper, not the computer, okay? You need the paper and either a pen or a pencil, and I don't care if it's a plain paper like from the printer or from a spiral-bound notebook, I don't care. And I'll just wait while everybody gets their paper.

I want you to, right now, ***write down ten words***. And you've done something very similar to this or exactly this, I didn't go back and look at the exact homework from before, but I want you to just think about your work, your brand. What it is that you stand for in your work with people? Write down ten words that are the




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strongest for you. Like one could be “spirituality,” one could be “feeling,” one could be “connection,” I don’t know but I’ll wait. I’ll be quiet now and wait.

Now, I want you to look over your list and put a star to next the **top three words.**

Now, I want you to put that to the side for the moment and everybody get comfortable where you are. Put your feet on the ground or get your legs comfortable. Actually, I’m going to mute everyone for the moment, except me, so that any background noise is not going to interfere because we want to do this little bit of visualization. That way, everybody has quietness.



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Meditation

I want you to take a nice deep breath in and release it.

And take another nice deep breath in and release.

In this moment, get present to your body. Get present to this moment, this perfect, sacred moment of now.

Notice your breath going in and out. Feel your body being supported by the chair or the sofa where you're sitting.

Notice any discomfort that you may feel. Adjust yourself so that you are comfortable. Completely comfortable so that you can relax. So that you can allow yourself to connect.

As you feel yourself in your chair, I want you to imagine a beautiful light flowing into you from above.

It's just coming into your crown chakra, flooding your being. It's bringing all the healing, all the love, all the wisdom that you need.

Allow it to fill you. And in this beautiful light is access. Access to your brand, access to your message, access to your tagline, access to your logo whenever you want it at any time in anyway.

Today, we're going to simply focus on saying "yes" to seeing a vision of your logo.



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Getting some sort of sensation, getting some sort of information, however it shows up for you because everybody receives information differently, but everyone receives information.

Take another deep breath in. And in this moment, you can release it and release any concerns, any attachments that you get information in a certain way, that the information looks a certain way, or sounds a certain way.

Just simply open up to the beingness of this moment. Open up to the presence of the Divine and your connection to that presence.

Another deep breath in and release. And we say yes. And we are grateful for the information received here today for each person who is saying yes to their future, to their business.

I want you to think about your work. Think about those words you have written and ask yourself, “What would represent those words? What kind of picture or image would represent my work?” Ask to be guided.

I will be quiet while you receive whatever information you are intended to receive at this point in time.

Very good, take a nice deep breath, and say thank you, knowing that you can return here anytime you want to receive more information anytime you want.



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Take a nice deep breath. Feel your body. Feel your body.

Count to three. One, two, three, and when you're ready, you can open your eyes, stretch, be grateful for the information that you received then take a moment to write down the images that you received.

You don't have to make sense of them now, just write them down for right now.

And in a moment, I'll open up the lines, and you can share, if you want, or ask questions. If you saw colors, be sure to write them down as well.


Very good, now, I'm going to open up the lines. Let's see if anybody has any questions, if they want to share anything. If you want to mute yourself, you're welcome to. It is *6 to mute yourself and *7 to talk. It is also *2 to raise your hand. So, anybody have any questions or just anybody have any comments? Did you get an image? Did anybody get an image? Hey Nancy, yeah, go ahead.

Nancy: I did get an image and it's not one that had come to me ever before and it was a compass.

Rev. Anne Presuel: Hmm, that's an interesting image. You don't have to, but I'm just going to ask, did you have any solid words when you wrote down those ten words before?

Nancy: Yes, I did have very specific words and words that I am already aware of and then playing with all along so yeah, I was aware of that.



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Rev. Anne Presuel: And just out of curiosity, were the words in connection with the compass? Were they similar to or...?

Nancy: Yeah, a couple of them were.

Rev. Anne Presuel: Okay, very good.

Nancy: Yeah, one in particular really spoke to that.

Rev. Anne Presuel: Nice.

Nancy: And then I got a couple of words but it feels like there's still a word or two missing. Hopefully just one, (*laugh*) I got two words but I think there's supposed to be one more kind of thing.

Rev. Anne Presuel: Okay, cool, that's great. Good to know, thank you. Thank you, did you get any colors by the way?


Nancy: No, but those have been coming through before now, so I feel like I already know what my colors are.

Rev. Anne Presuel: Okay.

Nancy: It's more the words and the logo itself and I had a completely different logo in mind up until I saw the compass today. I had something completely different.

Rev. Anne Presuel: Isn't that interesting? I'm curious to know what colors are coming through for you, do you mind sharing?



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Nancy: Well, I am just a light spectrum, rainbow color kind of person and so I've already been using aqua and shades of blue. My middle name is Rose and so with the rose tint as well.

Rev. Anne Presuel: Interesting, nice, I love it. You know, my colors have changed over the course of this time, not this particular class, but you know, up until the class for the last several years. And it was very interesting for me how clear I was about the colors. But I wasn't clear in the beginning so it's very interesting to hear that your colors have been showing themselves to you first, and the words are coming second.

Nancy: Well, I'm an artist, so to me, it makes perfect sense.

Rev. Anne Presuel: Makes perfect sense, yes.

Nancy: I think in color. (*Laughs*)

Rev. Anne Presuel: Exactly. Yes, that makes perfect sense. Very good, thank you, Nancy.

Nancy: You're welcome, thank you Anne.

Rev. Anne Presuel: You're welcome. Okay, Catherine, Hi.

Catherine: Hi, I got a heart and except they didn't tell what the heart was. First it was the world and I'm inside the world and the heart is inside but then now the heart part was outside and I'm inside the heart, so I don't know but that's what I got.



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Rev. Anne Presuel: I love that actually because I know the work that you do, the heart makes perfect sense for you incorporating that. And I like the whirls, I think that makes...

Catherine: I said world, did you think I said whirl?

Rev. Anne Presuel: I thought you said W-H-I-R-L-S.

Catherine: Oh, okay because my original logo is more of a whirl. You know, whirling.

Rev. Anne Presuel: Uh-huh, so did you say whirls or did you say world?

Catherine: I said world but...

Rev. Anne Presuel: W-O-R-L-D.

Catherine: (*Static*)... more sense.


Rev. Anne Presuel: So you said world, W-O-R-L-D, so heart and then world, a heart inside the world?

Catherine: Yeah.

Rev. Anne Presuel: That makes sense too, it's all. I trust that. That makes sense.

Catherine: And my current colors are turquoise and green but when you ask what colors I saw a deeper blue and a purple. Not really done anything much with purple.



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Rev. Anne Presuel: But then, given the intuitive aspect of your work, it makes sense right?

Catherine: Yeah.

Rev. Anne Presuel: Makes perfect sense to me. Yeah, congratulations.

Catherine: Can you just say a word or two why you think heart? What word would you use with heart?

Rev. Anne Presuel: I think I don't understand the question in connection...


Catherine: Oh, you said knowing me, the heart makes perfect sense.

Rev. Anne Presuel: Oh, well because your work is so heart-centered and your work is so intuitive. You're bringing the heart to the world. That makes sense. I actually like the world even around that. *(Laughs)* You know, the heart inside the world with whirls around because you're all about the energy. So to me it just makes sense to have something, although I don't know if you can do whirls, I don't know. That would be a kind of a bit of a challenge but it makes sense, knowing your work.

Catherine: I see what you're saying, yeah. More images are coming now when you said a few words. Okay, thank you.

Rev. Anne Presuel: Very good, very good, very nice, congratulations. Okay, anybody else want to share? Anybody else have any questions? Yes, Sheila.



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Sheila: Well I got an image of this spokes of a wheel, with the word “You” in the center. The only thing I got in color, I got the color gold. The rim turned gold. And then it felt very static so I felt that it needed some kind of path.

Rev. Anne Presuel: Exactly, that’s interesting. So you can almost see a path with a wheel on there and “You” in the center, you know, sort of like that.

Sheila: The “You” isn’t me-you, the “You” is, you, the one I’m working with.

Rev. Anne Presuel: Yeah, very interesting. It’s going to be fun to watch and see where that shows up for you and how that opens up.

Sheila: I also got an image before we started. Putting a mat into my front room and going down and lying on the floor to get grounded and see what stuff comes in so we’ll see where that goes.

Rev. Anne Presuel: Uh-huh, uh-huh. Yeah. Very good, well thank you. Thank you, did you have colors by the way? Just curious.

Sheila: No, just the gold came in for the outside. I guess gold is the person containing.

Rev. Anne Presuel: And the words, did you have words that showed up for you beforehand?

Sheila: Yeah, and they seem to be in contrast, I mean the three that I started with were empowerment, possibility, and joy which seems more open than the wheel. I mean the spokes of the wheel were the important thing. Initially, I mean that’s what came in first.



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Rev. Anne Presuel: Okay, alright, but you had ten words right? And these were the three that were the strongest for you?

Sheila: Well, that's where I just started with were twelve words.

Rev. Anne Presuel: Okay, okay, you and I can take a look at these.

Sheila: Okay.

Rev. Anne Presuel: Yeah, right and that's very interesting to me.

Sheila: That's really interesting. (*Laughs.*)

Rev. Anne Presuel: I don't have something that's clunking into place right now but that doesn't mean that it won't, you know?

Sheila: Right, okay. I mean a totally different thing since I'm talking now. I went to the site to look for the 20th and I couldn't find anything there on the forum.

Rev. Anne Presuel: It's under calls. It's on the same page as all the calls that are listed.

Sheila: Okay.

Rev. Anne Presuel: Okay, just scroll down, they're all on there by date.

Sheila: I could do that, so okay. I'll refresh the page.

Rev. Anne Presuel: I'll have the sign up page up very soon for you guys. I just finished writing it yesterday. You'll see when you start doing some of the stuff that some of the copy takes a little bit of time to write and then you got to do all the technical stuff which is put it on and you know, it's a process but it'll get up.



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Sheila: Okay thanks.

Rev. Anne Presuel: Thank you Sheila. Okay, does anybody else have any questions or any shares that they want to share or anything?

Okay, alright. So, here's the homework and that is, if you are of a mind to listen to the visualization exercise again, especially if you didn't get much from it to begin with, and write down what you got. I want you to go back and write down those words again, the ten strongest words about your work and your message. Start to look at what you're being shown, what is the information that your intuition is showing you about your work? What's coming up for that? And I get that this particular piece might be a little harder to do, especially if haven't gotten your brand yet.

Here's the thing; what if you have a vision of your logo first and then you get the rest of it? Now that would be kind of interesting too, wouldn't it? Each of us has different ways that the information shows up to us. Each of us has different ways that we receive and we move through getting complete information. Like for example, the brand. Normally you start with the URL, the brand name, and then you go to the tagline, and then you go to the colors or the graphics or whatever. I'm taking you through the brand name, then the tagline, then the logo just because I think a logo is really interesting, and so many "intuitive" think in pictures or they get information downloaded to them. So I thought that you might get some more help doing this visualization exercise in concretizing your, if that's even a word,



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your brand. Maybe it's the piece of the puzzle that will help you bring that brand into being.

I will have homework for you but it's not going to be very deep homework like a lot of homework. It's going to be more on what you've already done in here today, a little bit deeper. I tell you, if you haven't done the homework for the first two classes, please go back and do that again because that may help you with this visualization and help you bring that logo into being.

Okay, I want to open this up to anybody else, any other question because if we don't have any questions I will go ahead and hang up. But if you have questions then great. Let's talk. Use the time if you want. *2 to raise your hand.

Nancy: Can you hear me?

Rev. Anne Presuel: No.

Nancy: *(Laughs)*

Rev. Anne Presuel: Go. Who is that?


Nancy: It was Nancy.

Rev. Anne Presuel: Oh, Nancy, what?

Nancy: I thought when you said do *2, I thought I think I already did *2 so I didn't know if my hand was still up.

Rev. Anne Presuel: Oh no, I lowered your hand when I talked with you. Did you have something else?



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Nancy: Well, yeah, I wanted to ask you about the tagline part. Is there a suggested length of “x” number of words or how many syllables or whether it’s supposed to be more about image as opposed to feeling?

Rev. Anne Presuel: No, it’s about feeling as opposed to image. Image is what the logo is for. But if you back to the handout that’s in the Ning forum that is the tagline, you can take a look at the brands and taglines. You can take a look at a number of different brands and taglines and gets some examples from them regarding...

Nancy: Yeah, and I did look at those. It’s just that, I have a hard time and I don’t know if this is just how my brain works. You know, when I see other examples, I say, “Okay, I see how they got there...” but translate that or convert that into what I’m doing that makes it uniquely mine.

Rev. Anne Presuel: Well, I think part of the problem is the generalization.

Nancy: Well, I’m not as generalized as maybe I implied. I mean I know very clearly who my audience is and who my village is and I know what I’m about and so it’s not a specific problem, other than it is about helping people who already know that they’re creative, determine what their livelihood is. But I don’t know how to say that.

Rev. Anne Presuel: So, you help, if I understood you correctly, I’m just going to repeat back basically, “*I help creative people determine what their livelihood is, or how to make a livelihood?*” Which is it?



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Nancy: It's each. It's first to determine what it is they want to accomplish in the world, what would give meaning to them, what kind of a livelihood would really serve them and serve their inner purpose. And then learning how to follow that inner compass and that's where the compass I think comes in, to find a way to bring it to the world. Because it's like from idea to form, is what I help people do, is bring the idea into form. And I naturally attract artists, writers, dancers, performers; I mean that is my audience, I know who I serve.

Rev. Anne Presuel: Okay, what's another word for form?

Nancy: Um, third dimension. You know, like write the book. Or determine or a creative way to share their message that provides a living.

Rev. Anne Presuel: What's another word for form?

Nancy: Form. Shape. Expression. Life work. Well, I love the word "livelihood."

Sheila: How about creation?

Nancy: Well, creativity is the process.

Rev. Anne Presuel: How about, I'm just tossing something out, "Your Ideas. Your Creations. Your Livelihood." And I'm not saying choose that. *(Laughs)*

Nancy: Yeah, I appreciate you playing it with me because, like I say, I've got pages of different ways of putting it together and I just don't see it.



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Rev. Anne Presuel: Well, okay, how about, number one, let me just coach you on this for one second. The conversation, “*I just don’t see it*” is keeping that into being, right?

Nancy: Okay, I got it.

Rev. Anne Presuel: “*I just don’t see it. Well, I just don’t see it.*” Of course, you can’t see it when you’re saying “*I just don’t see it.*” So, number one, shift the conversation. Okay, it’s there; I know it’s there and it’s coming to me. I’m able to see this; of course, I’m able to see this.

You might feel like you’re lying but start to shift the way you speak about it to yourself. Allow yourself to open up, “*I’m totally open to receiving my brand, my perfect brand, my ideal brand.*” Just open yourself up to that different conversation, different way of relating to it, okay? That’s the first thing.

Second of all, start writing down, like what you just said, “*I help people bring their ideas into form.*” Okay, I’m not crazy about the word “form,” but I like the brand, the name, the tagline, “*Bring your ideas into...*” and I would put the word “*being*” or “*bringing your ideas into being.*” Bring your ideas into being. This is the process of doing it. You just write down everything that you can think of, that would be a good tagline even if you reject it the second it comes out of your mouth, you write it down, it doesn’t matter. You just write it down. Write it down. Write it down. And you play with them.



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I ended up playing with this one word, “Woo” or “Woo-woo” one day and I wrote two pages worth of this “Woo” stuff and the next day I looked at it and said, *“That’s crap, I hate all of it.” (Laughs.)*

Nancy: But you got it out of your system, so to speak.

Rev. Anne Presuel: I got it out of my system right? Exactly. It’s a part of the process and then you find a word and you find something that says, *“You know, hey that’s not bad.”* and *“Oh, I kind of like that.”* and then you pull that one out. You put it into its own list and you have five or six or ten and you start to play with them and you just allow it to reveal itself, you know this. This is your work.

Nancy: It is; I mean I’m better at teaching it than...

Rev. Anne Presuel: No you’re not. No you’re not.


Nancy: I know I’m not. It’s just that, I don’t know why this has been... I don’t know why.

Rev. Anne Presuel: Because this is new, it’s a new way of thinking. It’s a new way of doing. It’s a new way, and that’s okay. This is just part of the process.

So number one, write everything down like you did. Begin to look at different words, seriously, put them in the forum or something so that we can play with them with you.

Number two, start changing the way you speak about them and think about them, like, *“Oh, this is easy. Oh, I can do this. I’m a branding genius. I can do this.”*



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Nancy: “*Oh, I like this.*” (*Laughs.*)

Rev. Anne Presuel: Yeah, exactly, right? Yeah, so, “*I help creative people determine their right livelihood.*” No, I don’t like that. “*I help creative people bring their creative expression into right livelihood.*” And then you start going, “*Oh, I like creative expression, right livelihood.*” And then you start to play with that. Oh, wait, “*Your creative expression, your right livelihood.*” Period.

Nancy: Okay. Uh-huh.

Rev. Anne Presuel: No, no, I like that actually because they don’t have a brand name yet. But if that’s what you do, that is very clear. Your creative expression, your right livelihood.

Nancy: Yeah, that’s getting a lot closer.

Rev. Anne Presuel: Right.

Nancy: Because I know it’s not about the “how” even though that is what I teach. And I worked on what I call my signature system so I have the foundation of how I will share the process, I just don’t know what to call it. That’s where I am or I’m learning how what to call it.

Rev. Anne Presuel: Thank you. Thank you for correcting. (*Laughs*)

Nancy: It’s time to name it. It’s time to name the baby. (*Laughs*) It’s out of the womb for a while now and it’s time to name the baby.



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Rev. Anne Presuel: Yeah, yeah. And you know, that's going to get, Oh, I love what you do. I love that you're helping the creative's make money. So you know, often times it's like the starving artists and what you're doing is helping them become the un-starving artists you know...

Nancy: And I've been doing this for decades and one of the phrases that I played with was, "*From starving to thriving.*"

Rev. Anne Presuel: You know, I get the concept but I'm not crazy about that.

Nancy: I know. And I knew that that wasn't it but that's what I have so far.

Rev. Anne Presuel: Right, I like the concept, I like the beginning parts. What other words can you use, "*From starving artists to...*" you know. I just think, I would look at that and I go, "*Well, I'm not starving so I can't relate to that.*"

Nancy: Besides, the truly starving ones aren't the ones that I really want for my clients because they don't have the means to pay for it. (*Laughs*)

Rev. Anne Presuel: (*Laughs*) Right?


Nancy: Yeah, like, I don't want to start there! (*Laughs*)

Rev. Anne Presuel: Yeah, exactly. (*Laughs*) So we really don't want to put that out to the universe. Thank you very much.

Nancy: No, we don't. No, we don't. No, we don't. It's somewhere after that...

Rev. Anne Presuel: Keep working at it. I think it's brilliant, Nancy, and I love what you do. I love that you're teaching them how to become thriving, how to step



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into right livelihood, ooh that's not bad. Guiding you into right livelihood. Let's see, "*Your compass to right...*" I don't know. (*Laughs*) I'm getting a little literal but you see the process right? It's just about tossing it all out, brainstorming, and then looking at it the next day and throwing out 99% of it.

Nancy: Good, well, thank you. Just having this interaction with you has felt very, very supportive and helpful and I really, really appreciate it.

Rev. Anne Presuel: You're most welcome. Thank you. And think, raising your hand...

Nancy: And it felt like something was starting to break loose inside of me and that's really what I needed so...

Rev. Anne Presuel: Yeah baby. (*Laughs,*)

Nancy: (*Laughs.*) Exactly.

Rev. Anne Presuel: And you're a branding genius man. You can do it.

Nancy: Okay. Good, good, alright. I'll let you know.

Rev. Anne Presuel: Thanks Nancy. Okay, Catherine, yes? Catherine are you still there?

Catherine: Yes, I don't remember what I was supposed to say but my own part about Nancy but the compass made sense now. I was thinking longitude/latitude, anyway skip that. But with mine, I'm sitting here going... the thing about the heart and all...I'm really feeling deeply more like very, very sad and it's like, I do attract



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a lot of lost souls and I've been rambling off on that. Now, like healing the heart is really healing your whole relationship with yourself so that you could be able to feel safe in the world. I don't know. It's just going on a different tangent.

Rev. Anne Presuel: No, it's true. That is what you do when you heal someone's heart, when you help them heal their own heart actually.

Catherine: Yes, exactly. So I'm sitting with that with the enormity of that and feeling, "*Oh, my!*" But that touches me, a lot.


Rev. Anne Presuel: Yes, I love that. I love that.

Catherine: Then another visualization had come up in another class and it was "compassionate heart" was my word that came through so we're back to the heart again. I may have been afraid to actually claim that but that's what I do.

Rev. Anne Presuel: I love that you said that. Thank you for saying that Catherine, because I think that that's very common for people when they're branding. It's very scary to claim their brand. They like it, they're drawn to it, it chooses them in many ways and yet it's really scary to step into it. So I'd invite you to sit with that and just be with it, ask that question. Because it also should excite you and pull you forward, as well as scare the crap out of you. (*Laughs.*) You know, it's both.

Catherine: Yes, it's funny when you said, "*pull you forward.*" I didn't see myself going forward, but going up, like bridging up, coming back down. So it's



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like coming from the earth going up to heaven then going back down and being totally different. That's a big picture.

Rev. Anne Presuel: Here's the thing with that, the compassionate heart is, probably, a dozen words you can use in your copy, but unless you figure out a way to say something about the compassionate heart in your tagline, let's probably just not a good...

Catherine: No, no, I don't think so. No, I'm just saying that it's bringing to the whole idea of healing the heart and all that means. What does healing the heart look like? Not literally, you know what I mean.

Rev. Anne Presuel: No, I get it.

Catherine: Yeah.


Rev. Anne Presuel: Yeah. Keep at it. Keep at it.

Catherine: Okay. That's it.

Rev. Anne Presuel: That's it. Oh Sheila? Sheila, are you there?

Sheila: Yeah I'm here. I wasn't sure whether I was there or not. This is back to Nancy for a minute. What came to me, I'm probably one that would fit Nancy's target market and I liked when she said, "From idea to...." Now it doesn't sound all that juicy, but for me, what came was, "*Idea to income.*" And I'm looking at creative expressions, livelihood and it sounds great and then I see you're complying again. Like, "From idea to income" means oh, I can take different ideas and bring them to income. So that's some feedback.



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Rev. Anne Presuel: You know, that's good and actually, I like that. I'm not crazy about the word "income" for that as opposed to...

Sheila: There is something not quite right about "income" but that's the um...

Rev. Anne Presuel: Yeah. I agree. Yeah. I agree.

Sheila: I love the "from idea to..."

Rev. Anne Presuel: Yes. So, there's something there, so I'm sure Nancy's hearing you. Thank you.

Sheila: You're welcome.

Rev. Anne Presuel: Yeah, okay, anybody else? Last chance.

Okay everybody, we will see you next week. Have a great week and enjoy logo creation. Enjoy working on your tagline. You know, I'd love to see more action in the Ning forum if those of you who are looking to create. You've got two more weeks and I really want to again, encourage you to come to South Florida for the live event, *Divine Business Intensive, the 6-Figure Plan for Spiritual Entrepreneurs*. It's going to be a great day. We're going to have a lot of fun. You're going to be able to meet all of your fellow branders which is going to be a lot of fun, too.

So alright, have a great week everyone. I will see you on the call. I will see you in the Ning forum. And we'll see you next week. Okay? Bye everybody.

Everyone: Bye, thank you.



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Divine & Juicy Exercises

Class 3 - Meet Your Divine Logo

So, let's see if you can create your logo, shall we?


These exercises will help you access your Divine, perfect logo. Go through them; take your time. Answer the questions and allow your logo to reveal itself to you.

1) Write 10+ words that are the strongest about your work/your message.

Think about these questions as you create your list:

a. What do you want to convey to the world about your work?



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b. What are you passionate about regarding your business?

c. What do you absolutely love and want the world to know?

d. Choose the top 3. Write them here.



e. Why did you choose these words?

2) Listen to the visualization exercise again. You may discover something new this time, even if you got something from it the first time.

a. What images showed themselves to you? Write them here.

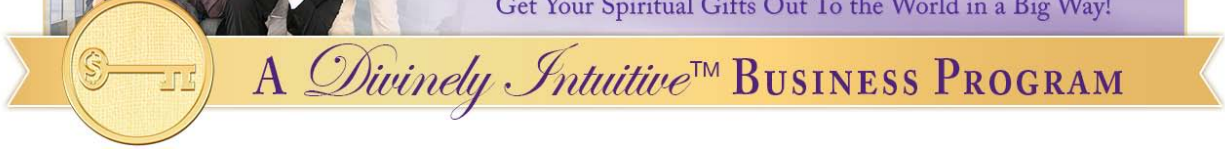
b. What feelings did you have when you went through the meditation?



c. What colors showed up?

d. Is there anything else you wish to write down about this exercise?

3) How does this image connect with your message or your brand? Is there any way in which it does not connect? Write about it here.



Meet Your Divine Brand's Personality!

Class 4

Rev. Anne Presuel: This is the *Create Your Divine Brand* Class number 4. How exciting is that? I want to find out if anybody has any questions? I have one person on mute because there was a lot of noise on the call just a moment ago. Let me undo the mute and let's see if that makes a difference.

I want to see if anybody has any questions at this point, on what we've covered so far on your logo, on your brand name, your tagline or anything that's going on so far. *2 to raise your hand. *6, by the way, to mute, which is great and *7 to unmute. No questions?

So, we're going to go into Class No. 4. Before today and before we start, I want to remind you of the live event. We have the information in *(laugh)*....no, it's not in the Ning forum, but I'm going to put it up in the Ning forum. But I have the page up and your particular coupon so you could sign up and get there for free. That will be in the Ning forum as soon as we hang up.

This class right here, because I'm such an artist myself, this is like one of my favorite classes about the Divine brand. This is the fun one. Fun after all the difficult, challenging parts of creating a brand name and a tagline and getting clear



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about like what your message is, what your challenges are, etc. This is a class that, I think, is lots of fun.

So, we're going to go over today your personality of your brand.

What is it that you want your brand to embody?

What is it that you want it to say to the world?

What is the vision that you have for your brand? For your work?

What is the message that you have for your work?

How can you bring that about into a comprehensive, beautiful brand that really connects to other people and shows them who you are and lets them see that?


This is fun. **This** is where we start to talk about your colors, your font, your picture, and your graphics. This is where this piece comes in: the look of your brand. And it's not just in the brand itself. It's really in everything that you do.

Next week, we're going to go over in detail where all of those different places are that you will be sharing your brand for the world and mostly how to do it. There's some ways I still haven't figured out yet, but I'll tell you where the places are and there are people who can help you when you're ready to be putting that stuff together.

Let's go to the personality.

I want you to take a moment and just write down what the personality is that you would like to convey in your brand.



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- *Are you interested in conveying seriousness?*
- *Do you want it to be fun?*
- *Do you want it to be light?*
- *Do you want it to be soft?*
- *Do you want it to be solid and hard?*
- *What are the words that you would describe?*

Grab a piece of paper and write down about ten words that would describe your brand's personality.

I'm actually going to ask if anybody wants to share what theirs is. Actually, I muted everybody. I put you guys all on lecture for a moment but now I'm unmuted you so I apologize although some of you have muted yourself and I don't know who that was. But does anybody want to share some of the words that came up for them about their brand personality?

Nancy: This is Nancy. Can you hear me?

Rev. Anne Presuel: I can, Nancy.

Nancy: Okay, I thought I just muted myself. The words that just popped into my mind certainly some that you started out with "*fun*" "*light*" "*dynamic*" "*creative*" "*inspirational*" "*eye-catching*" and "*heart-touching.*"

Rev. Anne Presuel: Nice, I like that. Hang on, let me just write these down, "*fun*" "*light*" "*inspirational*"



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Nancy: Yeah, “dynamic,” “creative,” “eye-catching” and “heart-touching.”

Rev. Anne Presuel: Okay, perfect. I love it. That’s great. Hang on to that for a moment for I’m probably I’m going to come back to you. Does anybody have some other words that they want to share? You guys, are quiet today. Alright. Okay. We will move on then.

When you are looking at the personality that you want to convey about your brand, then your next step is to think about what that brand would look like. Like just as an overall view. And if you did the logo the week before, how does that logo fit into your brand’s personality? How does this fit in here?

When you’re thinking about it, like, *what are the colors, for example, that embody these words?*

- *What are the colors that you’re drawn to very naturally?*
- *What are those colors that you love?*
- *What are the colors that light you up, that turn you on?*

Take a moment and write down some of the colors. Write down colors that you think are connected with the words that you just wrote.

Do any of you know what colors you love and what colors, that for you, embody the personality of your brand? And if so, you care to share? Raise your hand *2 and its okay if you don’t. If you want to keep it to yourself, that’s fine, so I get that some days are kind of quiet.



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Perfect, Rita, yes.

Rita: Hi, Anne. So, “exquisite-factor” and what would the colors look like? I’m thinking of tropical luscious color. So, just a couple of combinations, blue and purple, orange and red, fuchsia and pink, maybe green and yellow. Quite a lot but when I think of tropical lusciousness, I think that they go together.

Rev. Anne Presuel: Uh..hmm. I love it. Looks great. Thank you.

Rita: How do I mute?

Rev. Anne Presuel: Oh, it’s *6.

Rita: Thank you.

Rev. Anne Presuel: Hey, Catherine, yes? Hi Catherine, did I un-mute you? I thought I did. Hold on. Here we go. Go ahead.

Catherine: Hi. My words were “*peace*” “*comfort*” “*hope*” and “*opportunity*” like new opportunity. My colors, I love turquoise, orange and lime-green. I already use turquoise and some sort of green but the orange is interesting. I haven’t thought of putting that in and they also make me think of Ikea, nice, clean and simple. Turquoise and blue and some orange remind me of that.

Rev. Anne Presuel: Yeah, and it’s interesting because orange is, well, let’s actually talk about colors for a moment. Orange is a movement color and turquoise is a very soothing color. Lime green, what is that, that’s a color of new growth. If you look at trees or any kind of new growth, it’s usually that very warm, very light, color of green. It’s very interesting to me, like with Rita’s



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“exquisite factor,” that beautiful tropics that makes perfect sense and it totally fits her.

With yours, that fits you. And I love how the colors will show up for each person, the right colors, for each person and what they’re about.

As you’re looking at the colors that you’ve written down or that you’re drawn to, take a look at them and see what those colors mean and how they represent what your deep message is in a powerful way, in a colorful way.

My colors are purple and gold. They represent wealth and spirituality and royalty, actually, even because, to me, purple is always about royalty, of course, gold, too.

When you think about it, what are the things that come to you about those colors and about this brand that you’re drawn to, that speak to you and what do those colors mean to you? I just think it gets a lot of fun. Anybody else want to share?

When you think about the colors and you’re thinking about your message, how are they related?

I remember that for a long time purple was a really, it’s a really favorite of mine. And I never really connected it to my brand even up until... I mean, I had it in there, but I didn’t connect it with sort of the message of my brand until this summer when I got really, really clear about that.

So, know, by the way, that as you are going through this process of branding, that it’s not always going to make clear sense to you right away, but trust the intuitive guidance that you’re getting and the pull of certain colors. Someone else may just



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really want the *groundedness* of brown, and the solidness of the healing colors of green, or the soothing color of blue and turquoise. Those colors, just look at what they mean. What do they represent? How do you see them in nature? How do you them showing up? And take the lesson and the message from that.

So, moving on, your font. And by the way, let me just go back for a second. If you're drawn to several colors like everybody here is, look at how those colors show up in different places. Look at how they're used somewhere else. Someone else's, either their message or their brand. Maybe you see a book cover and it draws you in and it's got those colors. Just pay attention to that and see how things show up for you and how you feel, like you resonate deeply with certain color combinations and think about why. Why are you resonating with those, in particular?

So now, let's move on to the font. The font is really important in a way that you are creating your brand with your brand's name. Different fonts have different energies and they have different ways of communicating. Like an Arial font is a very clean and very straight forward font. There's no frills in an Arial font. It's a straight line and obviously not an "A" of little "a." You know what I mean. It's very, very clean. And then there are fonts that have a lot more curlicues and fluff and some that have some solidness, because they're bold and they're strong and they're powerful.

There's a great place called MyFonts.com that allows you to purchase a font for use. I actually didn't purchase one for mine, but I did spend some time in there



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playing, looking. And if you find something in there that you really like, you can give it to your graphic design person and they can use it in your graphics.

So, thinking about the fonts that you like, just go looking for them and see what shows up for you, see what connects to you. And here's the thing, in your font, you only really want it to be in your brand's name, but not too much else. You want maybe one or two different kinds of fonts. You want something that is the brand's name itself and then something for the tagline or for other things.

Again, with that, it's only going to be in the graphics. It's going to be in the rest, like the body of your work unless you use it, say for example, in a PDF or you're giving away something. You're just going to use it, most of the time, just in your brand, because you still want people to be able to download and read. And sometimes, if you buy a font, those are not computer connected or whatever you call it, or like my computer can read it.

Sheila, you've got your hand up, sorry.

Sheila: You still have not quite answered the question in terms of fonts in brands and banners. One of the things that stayed with me is, I guess Brooke had put this out clearly: for the web, one should be using the non-Serif type font for easy reading. So that's Helvetica, Arial or Verdana fonts. And when you get into print books, which people are reading now at the library, books in their hands, then you use the Times New Roman font and I forgot which of the Serif brands.

Rev. Anne Presuel: That makes sense. That makes sense.



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Sheila: Also, just while I'm talking, one of the things that drives me crazy is when people are using white or light on dark background. I mean the easiest thing to read is black on white or the dark on white rather than the reverse. It's my two cents!

Rev. Anne Presuel: Thank you. I appreciate that. A lot of times I'm not in front, by the way, just so you all know. I'm looking at the notes that I've made and the outline I've made for the class, rather than looking at the ... I do check back into Instant Teleseminar. I have to go back and forth between two windows so, just so you know (*Laugh.*) I'm not ignoring you. I'm just not in front of, I'm not present to maybe somebody's hand raised.

That moves us now forward to the next one in the graphic, which going to be your picture. Here's the thing guys: you need a good picture. You need a good picture. You need a good picture. You need a good picture, okay? Olan Mills doesn't quite cut it for when you are ready to create really good, solid, strong graphics.

Find a photographer who will take your picture and knows how to use the lighting, who knows how to makes you look fabulous. I went and had my make-up done. I did my hair myself but I could have had my hair done. The thing is, take the time. Take the time. I dressed very simply for my picture because I wanted just my face and my hair and make-up, whatever, you know, the lighting. I wanted that to be what people saw, not anything else.

Find somebody who is good, who knows what they're doing and invest the money to get your picture done. You can do it outside, you can do it inside depending on



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your photographer and their level of quality and what they have, what they've got, the indoor lighting and all of the rest of that. But it is worth investing in.

I resisted this, I'll tell you. I resisted this until I saw one of my friend's pictures from a local photographer here in South Florida, and when I saw hers, I was like, "*Holy moley! I'm going to do this.*" And so, I invested the money to do it and I'm so glad I did. I am so glad because it makes all the difference in the world.

Your face should be on everything you send out. I'm sure you guys see my face plastered everywhere, on everything I do. That's because I want the recognition. I want to recognize my brand, I want them to see it and it's important for me to have that level of brand recognition.

When you are ready to step up into the type of business that you're looking to create, that is an important piece. You invest the money to get the picture and they will Photoshop you. (*Laughs.*) They will Photoshop you. When I got my pictures back and she had like lightened my skin, opened my eyes up and whitened my teeth and made my face like twenty pounds slimmer and I was like, "*Hey, darn, I look good!*" I think she even took a few lines off around my eyes. It's pretty funny.

It was funny because I didn't even notice that she had done as she'd like slim down my face until later. I was looking at the two of them back side by side and I was like, "*Wow, she made me look good!*" So, you can do that if you want. It's up to you. You can have it "photoshopped" or you don't have it "photoshopped."

Whatever you want, it doesn't matter. I will say it does look better. What I don't



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want to do is look like I'm twenty years younger. You know, people go, "*She kind of looked better.*" And that picture is not even a year old now but, you know what I mean?

You definitely want a good photo and it's fine to have it "photoshopped" a bit. It's totally fine. I don't care what anybody says. If somebody else says "*No, don't do it,*" I'm like, "*Yeah, whatever.*" Choose. You do whatever you want.

All by way of saying that that's an important thing. You want your personality to show through in your photos. That means finding somebody who can draw that out and capture that. So, look around. Ask different people.

If you're here in South Florida and if you guys come in for anything, I can definitely turn you on to Sarah, the name of the woman who photographed me. She photographed Julie and Julie has some fabulous photos. And she also did Mande White. Mande has some amazing photos. All of us, we all look great because of Sarah. We look great anyway, but Sarah made us look *really* great, too.

Moving on to the next piece which is your graphics. Your graphics. You really do want to hire a graphic's person. You really do. Different graphics people do different work and I would love to say that I've got somebody I could totally recommend to you without reserve at this point but I can't. I'm having some graphics challenges right now and I like what they've done but their work is inconsistent and they're very, very tardy about getting things back to me and so I'm frustrated. So, I don't have somebody at the moment that I can recommend. I've asked some people and I haven't gotten some names.



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Here's the thing, you're going to have to look around. Ask for people, ask for some help. See what some other people have done and then check them out. But you know what, they're not that expensive. You can find somebody to do graphics work for probably \$50.00 an hour or less even. You can probably find somebody more than that; I don't know. I don't know what the going price is. I just know that I've had some really, really good work done by people who are less than \$50.00 an hour and they do a fine job once I get it. Getting it is the problem. Just find somebody, ask around. See what different people have to say. See who recommends them.

So we're going to the last little portion of this particular piece tonight which is your email signature. Your email signature is made up of several different pieces. Let me stop before I go into email signature to see if anybody has any questions.

*2 if you have a question. Or a comment or idea, anything. It's okay if you don't.

Yes, Nancy.

Nancy: This is kind of a combination question. If you want to end up with, say, a Word Press theme that's easy to change, because I'm assuming that as we start applying all these different elements, there may be some elements, not the graphics, as you pay to finally get what you want. But as far as text and that, that can be changed fairly easily, are you limited in what kinds of fonts you can use or how you put the graphics together if you're going to be using a Word Press format?



Rev. Anne Presuel: Are you talking about limited for the graphics on your website itself or you're talking about limited for graphics in the graphic's banner?

Nancy: Well, both. That's the answer. Both.

Rev. Anne Presuel: The graphic's banner, I don't think so. Because it shows up as a picture and so it's read by the computer as a picture. But as far as on your website, yes. That what's Sheila was talking about with the Serif fonts. Was it was a Serif font or the non-Serif font? I think it was a Serif font, the Arial, the very straight forward, really easy read kind of font.

You can use the New Times Roman, I do it all the time. Some people like it, some people don't on my website, but I'm really, really trying to train myself to use Arial on my ezines and communications like that for the most part, not all the way across, because it's easier to read on the web. On your banner, it's not as important because, like I said, it's read as .jpeg or .png or some other sort of, you know...

Nancy: I see, okay.

Rev. Anne Presuel:file like that. But reading it the other way, yeah. And you are limited actually by what Word Press offers.

Nancy: You are limited by that.

Rev. Anne Presuel: Uh-huh.

Nancy: So your banner, that's what you're going to use a graphic artist for... is to get that banner that can be plugged into everything else, whether it's your



workshop pages or the banner of your website or any other marketing material that you're going to generate. You want something with one or two variations that you would just use over and over and over again.

Rev. Anne Presuel: Exactly. And when you start doing different programs, you'll want a banner that has the different names of whatever that program is to be put in. I'm sure you guys saw in the Ning forum that we're having banner issues (*laughs*). In the beginning, when we had the *Create Your Divine Brand* banner and it was not the right size for the Ning forum so my business manager, Lara, was enlarging it and stretching it, it looked really crappy and so we were after them to give us one in right size and they gave us the one, but it was the wrong banner. She put that up and I was like, "No, no, no, you can take that out." And finally the correct banner in there but it was half-way through the program. (*Laughs.*)

Nancy: So on yours, the difference between the logo and the banner is the logo goes on everything.

Rev. Anne Presuel: The logo is part of my banner. The banner itself has the logo which is that coin, right, with the key? And the banner has the coin plus Divinely Intuitive Business, Your 6th Sense Guide to a 6-Figure Business, plus my picture. So that's the brand look right there.

Nancy: Okay. The logo part is just that little key with the coin.

Rev. Anne Presuel: Exactly. Then all of the banners are on everything else.

Nancy: Okay.



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Rev. Anne Presuel: That make sense?

Nancy: Yeah. Yeah. It started to make sense.

Rev. Anne Presuel: They had different names. Like I won't put Divinely Intuitive Business across on all of the banners because it's more appropriate to have *Create Your Divine Brand*, for example, as the main focus because that's what the class is, right?


Nancy: Right. Are those something you can change out? Like you kept the picture and you kept, or, so each one has to be done separately?

Rev. Anne Presuel: Each one has to be done and each size has to be done and if you find somebody who's responsive and thinks about this stuff, then you won't have problems. But I don't have that right now at the moment. It can be a little bit of a challenge at times. It is what it is, so I'm learning and when I find my perfect ideal person, I will hold on with both hands. *(Laughs.)*

Nancy: Gotcha. Yeah.

Rev. Anne Presuel: In business, you're always looking for your Divine team, your Divine fit... who's the right fit for you as far as the work that they do and the price point, right? And their responsiveness, and their quality and all of that. It's always going to be an adjustment process and you'll learn, *"Okay, I like this, but I don't like that. I liked those things and now I want something better."* While my guy was good enough in the beginning, when things started to really speed up for me, they were not keeping up in any way, shape or form and we had to keep after



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them, get after them, get after them. Very frustrating. So, my own desires, needs, etc., changed and they didn't keep up with them. So, now they're no longer a good fit for me. Does that make sense?

Nancy: Got it.

Rev. Anne Presuel: That's just part of the process of growing in business.

Nancy: Like you own the trademark, not the person who designed it. Is that right?

Rev. Anne Presuel: It's mine, yes.

Nancy: Okay. So even if you stop using one, you'll still get to keep what you have?

Rev. Anne Presuel: Exactly. They're called, by the way, work files. So, if you ever leave one graphic design artist and you want to go somewhere else, you ask for the work files.

Nancy: Okay.

Rev. Anne Presuel: You should have them anyway. They are yours. You paid for them.

Nancy: Okay. Great. Thank you.

Rev. Anne Presuel: You're welcome. Okay, Sheila.

Sheila: To answer the Word Press question. This one, the best thing, I mean, there are a lot of people using the WordPress.com and I don't know in this group,



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but WordPress.com is very limiting. If you're using WordPress.org, it means you have the host and you can download the whole thing. That's very easy to change your fonts and easy to change your theme, and go in and change the different fonts that you want for reading.

Actually, I haven't used, I was talking to a friend the other day and I have heard of that Fiverr.com, and a friend of mine has this great video and it turned out she had it in Fiverr.com and she just turned over her different... I mean found somebody on Fiverr for \$5; I couldn't believe it.

They were using some kind of template I guess that she handed over her brand and different kind of things or words she wanted and they were able to put something together quickly. I would assume that if you have you're talking about your banner now to change the name within a banner and in the size with the Photoshop layers, it's so simple. I would think that one could pick up somebody from Fiverr to be responsive and reasonable. Just start looking to play around, there's not much to lose.

Rev. Anne Presuel: Right, right, right. I saw some people using Fiverr and I've seen some of the results and I haven't liked it but that doesn't mean anything. That just means that, whatever it was, because there's so much that's being offered. If you guys are up for it, give it a try.

I've also got somebody right now who's doing some graphics for me for covers like e-covers and that sort of thing and he's really inexpensive and he was able to recreate very nicely what it is I needed. I didn't have any problem with that. He's



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a totally different person. So, yeah, there are lot of different possibilities and a lot of different places to go. You just have to get creative. You have to ask around, follow the leads, follow what someone else has done and what their successes been definitely. So, thank you for that, Sheila.

Sheila: You're welcome.

Rev. Anne Presuel: Hey, Catherine.

Catherine: I have a couple of comments. Let me say the first one before I forget it. If you are using a VA, often they have a graphic designer they could refer you to because they'll already know your style and that's true. And yes, WordPress.org is very easy to change. That was that. And the other one is there is something called 99Designs. Someone on one of the Facebook groups was having different designs made. I'll find the link and post it but I know it was, I think, an inexpensive way of having different graphics designed for your logo banner.

Rev. Anne Presuel: So interesting.

Catherine: You could choose one very, pretty Penny Dublin had it on her thing. You got to vote on and see different things. And the other thing I wanted to say is about your logo Anne, and I don't know if it's my vision, but I never really could see that when you switched to the coin and you said there was a key in a dollar or something. I'm like, "Really?" I have to go look and enlarge it because I couldn't see it. It could be just me.



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Rev. Anne Presuel: Yeah, I'm sure it's true. Actually, I'm pretty clear that the font that I have chosen, that I like so much, is also more difficult to see and read especially when it gets smaller. But at this point, I'm not changing it. *(Laughs.)* I'm done, I'm not messing with it for a while. So, it is what it is and I just go, "Whatever." Okay?

Catherine: *(Static)*look at what's on the back of the dollar and you saw all these things there. It's like, "Oh, look at these hidden stuff in her thing!"

Rev. Anne Presuel: *(Laughs.)* That's good. I love this conversation. This is so great this conversation about graphics. It woke everybody up. That's pretty cool. It's a hot topic. Graphics are an essential part of your brand. These are an essential part of doing business online. You need graphics and you need good graphics done. It's something to really pay attention to, to really notice and find somebody who's a good fit for you. Because you'll be working with them for a while. The more you grow your business, the more you're going to be, the more you'll be needing those graphics for different things. You need a header and a footer. You need your.... not to just overwhelm you because I'm not trying to overwhelm in any way, shape or form, but you need things that are done and then resized into different, appropriate sizes.

Those are things that, just pay attention. Just know that that's where you're growing to. I noticed that my own coach just this year has totally rebranded and redone all of her graphics and they're beautiful now and I really love them. Whereas, I didn't like what she did originally in her first and she knows that. I'm



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not saying anything. It just didn't resonate with me but it didn't matter because I liked her, so I hired her. It doesn't matter about her graphics.

Graphics are important but they're not the be-all-that-ends-all, right? I mean, who you are and what you're doing and what you're bringing to the world - that should be all that ends all. Your relationship with your clients, all of that, *that's* where the bottom line is. As you are building and as you're growing, these are things to just notice, pay attention to and do when you have the time, because no. 1, the most important thing is going out, finding clients and connecting with people. And then after that, you can do all this other stuff, creating stuff and doing your branding and all of that, right?

Ah, we have a hand up. Hang on, hold on, I just saw you. Okay, Nancy. Hi. I mean, Karen, I'm sorry, not Nancy. Karen, hi. Karen, are you there?


Karen: Can you hear me now?

Rev. Anne Presuel: Yes, I can.

Karen: Okay, sorry, I had my phone mute thing going on. I know it may not be the most ideal way of doing things, but the logo I used so far, there's something I put together from a few different graphics that I found online and I don't even know if that's illegal or not. I combined them all into something else. Do you know if that's legal or not?

Rev. Anne Presuel: Oh babe, I have no idea. Anybody else have any idea? I have no clue. I'm sorry to tell you that.



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Karen: That's okay. I just thought I'd ask because I don't know either.

Rev. Anne Presuel: Yeah. Yeah. You know what? Here's the thing; you're not big enough at this point for somebody to come after you, so I think you don't have to worry about it. At some point, you need to get your own. Have it created for you. That would be my response to that. I'd say don't worry about it, especially if it's combination. If you took else's and said, "*Hey, here's my great graphic,*" which you didn't do, then I think you're fine.

Karen: Okay, thanks.


Rev. Anne Presuel: You're welcome. Anybody else? Love this. Okay.

Here is the next piece, which is your email signature.

This is a part of your brand. Be prepared to edit and change and edit and change like once a week for a while because you're going to tweak it and tweak it and tweak it. And that's fine. It doesn't have to be done final, perfect first time out, right? And don't expect it to.

Your email signature is at the bottom of your email all the time automatically. It goes out to all of your correspondents and it's going to contain your name, your title or your certifications, whatever it is that you wish to tell people what these certifications are. Like someone who's a hypnotherapist might be C.Ht., I think it is (sorry, it's been a while), your master's degree after your name, etc. Those are your street creds, so to speak. Don't want too many of them. Don't put a hundred bazillion of them in there. Just choose the most important, the most primary ones.



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- *You're going to put your business name on there.*
- *You're going to put your tagline on there.*
- *And then as a P.S., you're going to put a question to your people.*
- *What is their pain... what is your people's pain?*
- *Your question with a call to action that directs them to your freebie, your free offering.*

Now, many of you probably have seen mine. Mine desperately needs updating. Okay, whatever, it will be. It's an ongoing process, like I said, but it's good enough for now and it's like, "Yeah, whatever, I'll get to it."

Again, the same thing, just recognize that this is always a work in progress but good enough is good enough and done is always better than perfect. Done is always better than perfect. It's just good enough and let it go. And then, when you have time, and you've got new information, you can tweak it and change it.

A lot of times, people won't put something out there because they're too afraid. They don't quite know exactly what they're doing and so they're afraid to put anything out there and so they don't do anything. That's worse. Just put it out there and get use to the idea of putting things out there like that and then you keep putting things out. And you'll tweak it and it will get more and more comfortable. It won't be so much like, "Hey, look at me!" That's what it feels like a lot of times in the beginning and then you'll gradually just get more and more use to it being



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comfortable, relaxed and visible and you'll be like, *"Oh, this is okay. I can do this. This is not a big deal."*

Those are the pieces that make up your email signature: Your name, your title or certifications, your business name, your tagline or your title. If you gave yourself a brand title, my brand title is pretty much the same as my tagline, *Your 6th Sense Guide to a 6-Figure Business*, so it can kind of fit in either place. You may have something like that as well.

The next one is your question, your P.S., with the call the action that directs people to your freebie. Of course, you want to have a good, juicy name for your freebie, too.

All of those pieces make up your email signature that's going to go on all of your correspondence. One of the things that I have on mine, that I noticed that most people don't have on theirs, and this is just my own idiosyncrasy, my very own thing, I want my banner to be in all my email signatures, all my email stuff. It's been suggested to me recently by somebody that I trust very much to put it on the bottom and I may start doing that. I've just been very busy the last two weeks so I have not taken the action to do that but I will.

The other thing is, as you noticed, probably, all of my emails to you come with purple ink. Some people will like it, some people won't. I don't really care. I like it. So guess what? It goes to all my texts. It's part of my brand.



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My own messaging coach, Matthew Goldfarb, said to me, “*Do you know that’s part of you brand?*” and I was like, “*Yes, as a matter of fact, I did.*” So, he says, “*I like it and I think it’s great and you should keep doing it.*” I’m like, “*Thank you very much. I like that.*”

So, that’s part of my message to the world and it’s just my own funky little thing. You can do it if you like, you don’t have to. It’s up to you, but I’m just letting you know that’s another piece of the branding and that’s the piece that you can choose to add in or like go out. It doesn’t matter.

But the thing is, *when you’re branding, you want to stand out.* You want to make yourself different, visible in your own unique, special, perfect, beautiful, magnificent way and there are a lot of ways to do it. These are the things you take, those unique pieces that make you up, and put them into all of your communications with people.

We’re going to go over that, like I said, next week, all the different varieties of ways. But I just want to share this with you that this is like a really fun piece to add in.

I used to be like, “*Oh, this is kind of weird but, you know what? I kind of like it so I’m just going to kind of do it.*” And then, when he told me that, I had already committed that I really liked it and I wasn’t going to stop it. I mean, if he’d said, “*Look, this is just too much and this is obnoxious and it’s over the top.*” then I would have been, “*Alright, fine, I’ll stop.*” But I’m glad he didn’t say that because I wouldn’t have had to ...I didn’t have to make that decision.



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So, I offer that to you to do with it what you will. So, any comments, feedbacks, questions?

I quieted everybody down again. *(Laughs.)* Good, Rita's got something. Yes, Rita.

Rita: Oh, just a comment. I'm still trying to design my business card, but with regards to the font, I just pulled up word processing and printed out "Exquisite Factor" in all the different fonts that were drawn to me.

Rev. Anne Presuel: I love that.

Rita: Yeah and then just pushed "print." And then next to each time I read Exquisite Factor, I would just write Helvetica or Gill Sans so I could see what it was in. Well, some of them that didn't look very appealing to me as I look closer, they're so small, I just blow them up to a 36 which put it at a regular size and it was beautiful. Anyway, that's kind of helped me decide the exquisite one I want. I can see it all at once.

Rev. Anne Presuel: That's brilliant. Very good, very good.


Rita: Thank you.

Rev. Anne Presuel: Yes, Sheila.

Sheila: What was it she just said she did that on?

Rev. Anne Presuel: Her brand's name is "The Exquisite Factor." And so she was putting her brand name on to a piece of paper with it done in the font, with the



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name of the font next to it, so that she could take a look at what looked exquisite to her.

Sheila: I got it. Sound great. I thought the Exquisite Factor was a font site she was going to.

Rev. Anne Presuel: Oh got you, got you, yeah.

Sheila: Okay, thanks.

Rev. Anne Presuel: It's going to be her site, her yummy, juicy site, right?

Sheila: No, I'm in a site for getting different fonts.

Rev. Anne Presuel: Yeah, yeah.

Sheila: And I'm going to pass on colors. It was interesting and purple itself isn't there, although it said plum and another photography course on color, there was a PDF which is not just hers on site that shows colors and what the colors mean or different what it tells about the person. I'll put that link in the forum.

Rev. Anne Presuel: Oh, that's a great idea. Thank you very much, Sheila.

Sheila: You're welcome.

Rev. Anne Presuel: I love that. Anybody else have any questions, comments, concerns, requests?

Okay, so that's what I have for today, you guys and if you have something else you want to talk about, regarding you brand, last chance *2 otherwise we're going to go ahead and go and you let me know if that's what you want.



Here we go. Yes, Sheila.

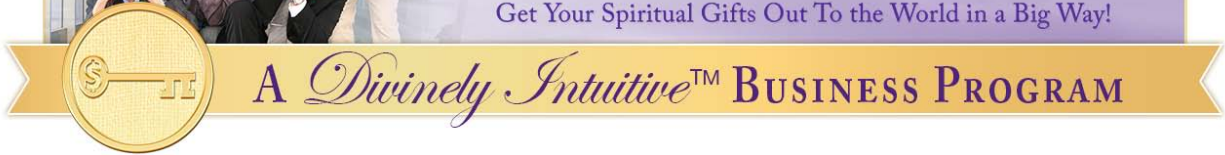
Sheila: Yes, just another question. I don't recall, because I'm surprised the forum is not very active, is there a page or was there a suggestion that everybody's sites or URLs are on?

Rev. Anne Presuel: Uh..huh. *(Laughs.)* I asked for people to post them and I don't think everybody did. Some people get involved and get into the forums and some people don't. Some people are just like really, really busy right now. Yes, a quiet forum, isn't it?

Sheila: Yeah. Okay. Again, I request - I'll go searching again for URL. Isn't there a new post? URL would be great.

Rev. Anne Presuel: It would be great, yeah, it's great. And even those that are being born, is really fun to see because it helps everybody as they're growing and as they're birthing their own, to see what others are doing and how it's showing up. I think it's really great, a real service to everybody.

Okay, is that it? Alright, everyone. Have a wonderful week and we will see you next week and please post in the forum. *(Laughs.)* You'll have some homework. That will be up in the Ning forum and I will put the information in the forum also today before 6:00 o'clock today, my time, about the live event where you can go and sign in. Have a wonderful week, everyone and happy branding. Bye.



Divine & Juicy Exercises

Class 4 - Meet Your Divine Brand's Personality

So, here's the fun stuff. This week you're going to meet up with your Divine brand's personality.

These exercises will help you access this personality. It will be similar to your own, because of course, your brand is a beautiful reflection of you!

In class 3 you wrote 10+ words that were the strongest about your work/your message. Think about these words as you answer these questions:


- 1) What personality characteristics do you want your brand to embody?

- 2) What is it that you want it to say to the world? How would you say this with pictures and colors?
 - a) Which colors would you use?



- b) Which pictures resonate with your message? Which ones pull you in? Which ones hold meaning for you? Why?
- 3) What is the vision that you have for your brand? For your work?
- 4) What is the message that you have regarding your sacred work? To help you with this question, answer these questions:
- a. Why do you do the work you do?
- b. What gets you up in the morning?



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c. What is it about your work that keeps you going even in the discouraging times?

For the next two questions, refer back to week 3's questions, but this time, think about them from the perspective of your brand's personality:

d. What are you passionate about regarding your business?

e. What do you absolutely love and want to share with the world regarding your work? Why?

5) Look back over what you've written. Notice if you see any words that, in particular, pop out at you. If they do, circle them or highlight them in some way.

a. Choose the top 5. Write them here.



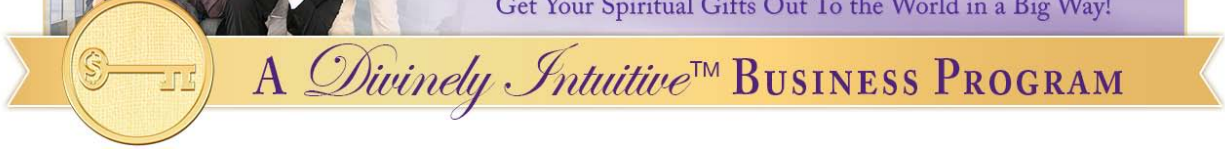
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- b. Do these words fit your work? Are they reflective of your brand's personality? Why or why not?

- 6) What colors showed up for you in the visualization exercise you did in week 3? (If any.)
 - a) Are these colors consistent with the words that are showing up for you?

 - b) What are your favorite colors?

 - c) Are your favorite colors a match for your brand's personality and message?



7) Does your logo image match the personality and message of your brand? Explain. If not, why not?

8) Look through font options in your word processing system. Or go to MyFonts.com and see what fonts are a fit for your brand, it's message and personality. Write them here.

- 9) Your Email Signature. Create one with the following elements:
- a) Your Name
 - b) Your Street Cred (certifications,etc.)
 - c) Your Website
 - d) Your Tagline
 - e) Your colors
 - f) Your message and freebie offering with a call to action.



CREATE YOUR *Divine* BRAND

Get Your Spiritual Gifts Out To the World in a Big Way!



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- 10) It's Picture Time! Find a photographer and get good headshots done.



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Sample Brands and Taglines

Class 4 - Divine Solopreneurs

<http://inspiredandinbusiness.com/>

Your Business. Your Life. Your Terms.

<http://DivinelyInspiredWeightLoss.com>

Love What You See in the Mirror

<http://ComingOutEasy.com>

Be True to You

www.speakfreelynow.com

Speak Confidently. Speak Freely. Speak From Your Heart.

www.CorporateRenegade.com

It's OK to fit in, but it's better to STAND OUT.

www.MakeYourSuccessEasy.com

Dream Bigger.

Create Your Business.

Achieve Anything!

<http://www.attractyourniche.com/>

Target your Market

Attract your Ideal Clients

Make Marketing Easier

<http://www.marketinggoddess.com/>

Bring Your Brilliance Forward



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<http://www.attractingabundance.com/>

Combining EFT and Law of Attraction for a Life of Abundance

<http://www.bradyates.net/>

Helping You Achieve the Freedom to Succeed.

<http://yourpurpose.com/>

Unleash Your Life Purpose and Get Paid for Your Passions!

<http://www.blockbustyourpath.com/>

Clear Your Energetic Blocks for Business and Life Success!

<http://theorganizedartistcompany.com/>

Dedicated to Helping Creative People Who Want to Be More Organized & Organized People Who'd Like to be More Creative Since 1999

<http://wakeupcallcoaching.com/>

Wake up your Inner Superstar and SHINE BRIGHT!

Radiant - Enthusiastic - Unstoppable

<http://enlightenedlistbuilding.com/>

3 Steps to Jumpstart Your Juicy Joint Ventures!

www.BobtheTeacher.com

Discover How to Help People Profitably with Your Information Products, Services and Recommendations


www.soundstrue.com

Many voices, One journey

www.diviningthemuse.com

Decipher your dream. Discover your story.



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www.ThePioneerWoman.com

Plowing through life in the country...one calf nut at a time

www.babyboomerdiet.com

Growing Younger Starts Today

<http://www.unstoppable.net/>

Inspiring people to live UNSTOPPABLE lives

<http://unstoppablefoundation.org/galgal/>

Give a Little Get a Lot

www.thehealingcodes.com

Unlocking the Issues of the Heart

www.mindmovies.com

Create Your Future Now

<http://sageofenlightenment.com/>

Putting the Life Back in MidLife

Inspiring Midlife Women to Create the Best Rest of Their Lives

<http://DevelopAndEvolve.co.uk>

Evolve...Empowerment, Transformation, Development, Healing and Growth

<http://SteppingStonesUK.net>

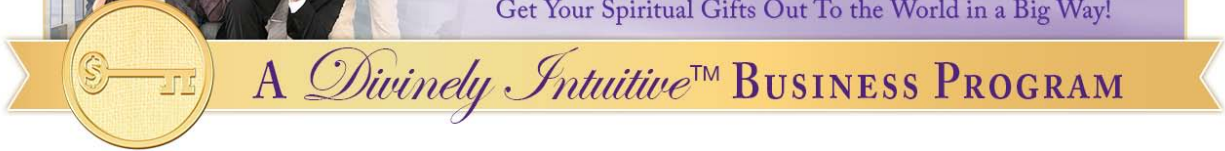
To a Better You

<http://Goalseekers.co.uk>

Turning Your Stumbling Blocks into Stepping Stones.

www.ActionHabits.com

Create Your Success!



www.GiftProblemSolver.com

Find Your Hidden Treasures with Your GPS!

www.WakeUpWomen.com

BE Happier Healthier Wealthier with Peace of Mind

www.MarketingForHippies.com

Helping conscious, green and local businesses to grow

www.IntegralEnlightenment.com

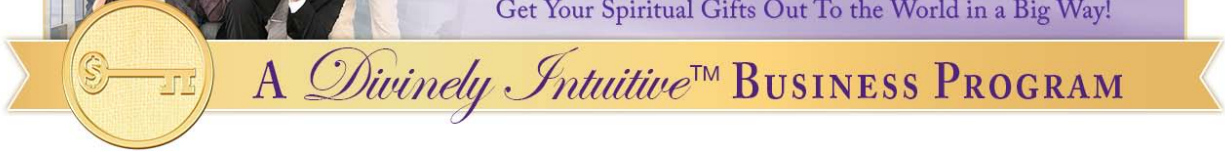
Spiritual Practice for an Evolving World

www.CallingInTheOne.com

7 Weeks to Attract Your Soulmate

<http://www.heartcorewomen.com/>

Where Women Make Money While Making a Difference



Sample Brands and Taglines

Class 4 - People Whose Names are Their Brands

www.JoelOsteen.com

Discover the Champion in You

www.KendallSummerHawk.com

Money, Marketing and Soul for the Woman Entrepreneur Who's Ready to Charge what She's Worth and Get It!

www.AliBrown.com

The Entrepreneurial Guru for Women

www.SuzanneEvans.org

Marketing Your Movement

www.DavidNeagle.com

Just Believe

www.MitchMatthews.com

Dream BIG and Achieve More!

<http://www.markvictorhansen.com/>

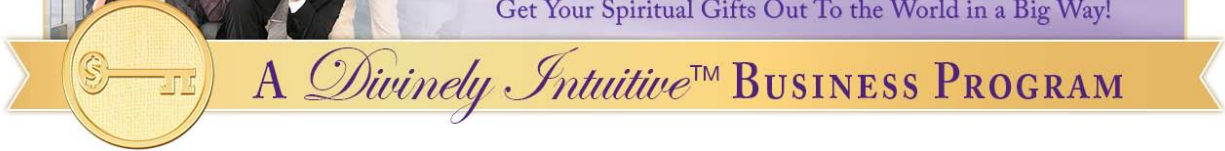
America's Ambassador of Possibility

<http://bethhewittonline.com/>

Inspiring Ordinary People to do Extraordinary Things

<http://www.eckhartolle.com/>

Creating a New Earth together



<http://peterfuller.org>

Home Business Solutions for Zoomers (Boomers with Zip)

<http://www.workwithclintbutler.com/>

Leadership by Example

Live a better life right now, and help others do the same.

<http://katiefreiling.com/>

Helping Entrepreneurs Create Wealth from the Inside Out

<http://coachcecily.com/>

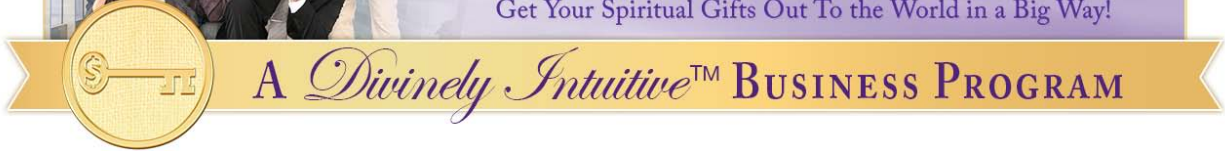
Discover your Magnificence and Create the Life of Your Dreams

<http://DonnieMillerNow.com/>

Success Without A Doubt

<http://EldridgeDuFauchard.com/>

Empower Yourself, Impact Others, Leave Your Legacy



Sample Brands and Taglines

Class 4 - Small Businesses

<http://www.giorgiosbakery.com>

... and You Will Never Cook Again

Plumber in Pennsylvania, USA

Edmonson's Plumbing

#1 in the #2 Business

Tax Accountant in Australia (don't know the name)

Tagline: *Less Taxing*



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Sample Brands and Taglines

Class 4 - Corporations

O, the Oprah Magazine

www.Oprah.com

Live Your Best Life

www.Nike.com

Just Do It

www.WalMart.com

Save Money. Live Better.

www.Target.com

Life is a Moving Target

www.Match.com

More Dates. More Relationships. More Marriages.

www.Halmark.com

When You Care Enough to Send the Very Best.

www.Shopko.com

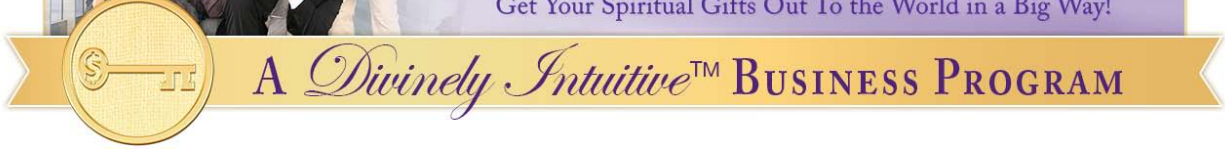
My Life. My Style. My Store.

www.thehealthierlife.com

Join the Natural Health Revolution

www.WholeFoodsMarket.com

Selling the Highest Quality Natural and Organic Products



Your Divine Brand's Reach

Class 5

Rev. Anne Presuel: This is Class 5 of *Create Your Divine Brand* class. It's our final class. Wow! It's hard to imagine it's all over with already. I want to really welcome you and thank you for doing the work that you've been doing in the forum.

I've been having some private calls with most of you and we've gotten a lot of work done on the call, which is just really great. We have a couple of calls left for, you know, some of you, a call left for some of you.

I want to go over briefly what we're going to be covering today, as far as what we've covered through these past five weeks and what we're going to go over today. I have a little bit of a cold, I apologize. I'm kind of little froggy, though not a big deal. But everybody, that's what's going on with this.

So far in this class, we have gone over who your target market is, your brand's name, what's the promise of your brand, making sure that when you create a brand, that it is a results-based, not promises-based. In other words, like it is based on what your people are getting, not on what the modality is that you're offering, but what your people are getting.

The tagline, which is the explanation of your brand or your message. Your logo, which is pretty much the cohesive picture of your brand. It's like what you are



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talking about. What your brand is based on, sort of a picture of it. Like, what is the promise that you're offering your people and how are you communicating that in a picture form?

Last week, we went over your brand's personality; like the colors, the font, the graphics and the picture.

***What it is that you're presenting to the world in your brand
and how you want it to show up for people?***

What are the colors and what are they representing?

What do they represent?

And we also went over very briefly, your email signature and what it consists of.

What you want to put into your email signature because that's also part of your brand. It's a way to let people know that you exist and to let them know to go back to....to invite them to come back and check you out, to see what it is that you have to offer and why someone would be....because not everybody is going to be interested in what you have to offer. Let's face it. That's just the nature of the world.

But the people who are interested, if you have a good little P.S. on your signature that goes out with all of your emails, then it gives people an opportunity to know who you are and what you do. And for those who are curious and want to get more information, it gives them a place to go back to and an invitation for them to step into a relationship with you, which is really great.



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Here's the thing with all of this, and I really want to, before we go into today's work, I want to really, really emphasize that this is a process, this work of creating a brand. I'm giving you a lot of information, but there's nowhere in any of this the expectation that you're going to implement all of it within the five-week period. Because frankly, it's too much and you're going to see that your brand is going to grow and evolve as you grow and evolve in your work.

I know I said this to you in the beginning, what you right now, is probably not where you're going to end up in a couple of years. But, it's very likely that if you've done a lot of work already, that where you are right now, is where you're going to be, although you may change the colors and the pictures or some of that, that's going to evolve and grow.

Your brand's name itself may not evolve and grow but, like I'm thinking of Pamela, for example, my own mentor and her brand, Make Your Success Easy has changed and evolved since I have known her in the two years. The colors, her pictures, the way it's being presented to the world, it's all changed. Mine has changed and actually, that brings me into where I am today.

We're going to go over consistency today, consistency of your brand. It's an important piece, because that's how people get to know you and if everything is really pretty inconsistent, you end up looking like maybe that things are quite all together over there in your world. And I'm going to just sort of pull myself out as a prime example of this.



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When you guys signed on for this *Create Your Divine Brand* class, my team was to put together the “Thank You” page to let you know, “here’s the information for the class” and all of that. And it wasn’t until a few weeks after the class had begun, that I went into actually do some copying of that “Thank You” page, because I needed to do it, it’s a back-end work, right? What I mean by “back-end,” I mean the Word Press, you know, the technical part. And I needed to copy that page to put it into a new “Thank You” page.

This was the day after Christmas. I’m at my daughter’s house and I’m going into Word Press and I’m looking at the page and I’m like horrified that my team had put together the “Thank You” page with the logo, the graphics that were like two iterations old. And then, someone in the class contacted me at a very old email address, because her email that she got, which means probably everyone here, all of your emails got a very old p.s. line or email signature and I was like, *“Oh my God, I’m teaching this branding (laughs) class and my own team wasn’t even paying attention to notice that the graphic was old, the email signature was not up-to-date”* and so we had a talk. *(Laughs.)*

I was like, *“You guys need to be my eyes in the world because I can’t always be on top of noticing all of that.”* That’s what I hired them for and pay them for but, bottom line is, it reflects back on me. So, what I’m talking about, the consistency, I was like, *“What the heck, I’m just going to make it a teaching moment.”* Because this happens. This is especially true in the online world. You can’t always keep up with all of the pieces all the time, but you do the best you can.




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This is a branding class and so, obviously, I want my brand to be consistent across the board. I want it to be consistent in all the areas that were touched on, whether it's my Time Trade, whether it's the emails, whether it's the handouts, whether it's the Ning forum, whether it's the "Thank You" page or whether it's the sales page. It doesn't matter. I wanted my brand to look consistent because it is a branding class, especially because of that. But on top of that, it's an important thing, anyway. You do the best you can and things do happen. It's just kind of the nature of the beast for online. You can't always be on top of every single thing, but you are as best you can.

My point is with this, **maintaining consistency just makes you stand out.** It builds trust, because then you know that things are consistent and it's really important, especially online, to have things be consistent. As you know, as you heard me say, sometimes it takes time to get the new iteration all consistent in place. When I go to Pamela's website, if I remember correctly, I haven't been there for a little bit so I maybe wrong, but the website itself is MakeYourSuccessEasy.com. Because she's been in the process of rebranding and very busy because she's managing classes, she's managing Mastermind groups and etc., her new website look has not caught up with her new brand look. That is part of the process that we all go through as online marketers, to have our brand begin to be consistent across the board in all areas.



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Sometimes, one of the things I would say about that is, as best you can, keep a list of where you're pages are and what they have. I didn't do that and it never even occurred to me to do that. I think it was helpful, because you do forget.

As time goes on, you forget that this website has this look and this website has this look and you know, you get busier and busier and you can always go back and fix all of the things. And in the perfect world, your team handles it but sometimes, they don't see it either. So as best you can, keep track. Maybe keep an Excel spreadsheet or just a list somewhere as you are doing this, what things you have and what things you haven't done, what things you still want to do, etc. And, when ultimately, it's time to go back and change things as you rebrand or as you update your graphics or whatever, you have it all there in one place to be able to go back to and get it handled.

Why is it important? And I kind of hinted on this already about why it's important to maintain the consistency. Really, the bottom line is, it looks more professional. It looks good. (*Laughs.*)

I can't even imagine what you guys were thinking when you were, you know, clicked on that and you paid for it and then you're taken back to this (*chuckles*) other iteration of the graphic. I can't even imagine.

So, it looks better. I mean really, a lot of things online are about the way they look. There's no other way around it. You have different ways of touching your people, but one of them is the look. You can also have a way, when you have a video or when you have audios on your website, you can also use those as touch



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point for your people. But the way things look, you know it's important. So, that's the first thing. **It's professional.**

Number two, **it's more memorable.** It's brings us back to why would you have a logo. So, this is, to some degree, the reasons are the same, but a little bit different, because we're talking about consistency across the board versus just a logo. Well, I don't mean just a logo, but this is your entire brand. You're going to see that there are a lot of living pieces, and sometimes, it does make it more difficult to keep track of everything, but to the degree that you can, it is more memorable.

One of the things I noticed when I first started working with Matthew Goldfarb, who is from CorporateRenegade.com, was that every time I was touched by him, and I mean "touched by," you know, I got an email. When I met him at Transform last summer, Pamela's Transform, her three-day live event, he gave me a card and his card was memorable. It had his brand on it very consistently, very beautifully and his Time Trade account. Everything matched up, his website, his emails, everything. It was memorable. And I was like, "*That's what I want.*" I want my brand to be that consistent all the way across because I thought it just looked great, it felt really solid and it felt good.

And I will say that not everybody has that. That's a piece. Just know, and you might pay attention to some of the emails you get and the information, and just pay attention and see how things are and know that that's part of the process that you go through as you are putting this together; that level of consistency.




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Number three, it makes you stand out, which is what you want. You want your brand to make you stand out. You want your brand to make you memorable because that's the whole point of a brand. That's the whole point of having someone notice you, recognize you and want to work with you. Because they like your brand, they like what you have to say, they like your message, they like the work that you do, they like you and people work with people that they know, that they like and trust.

And that leads us to the fourth reason why it's important to maintain consistency; it's because it builds trust. It builds credibility, especially online. If everywhere you look, that person has a consistent brand across the way, it looks like they know what they're doing, like they are on top of things. It may not be true, but they are. But actually I do think that they've reached a certain level in their business where that consistency and their team is in place and they have all of those pieces down pat.

That takes time and I recognize, as one who's been doing this for a while, that that is a process. And I know of many entrepreneurs, online entrepreneurs, where that the brand is not consistent across the way and it doesn't mean that they're not doing good work, because they are. It just means that at a certain place in your business, that consistency will show up on an ongoing basis because they've gotten all of the back-end pieces in place. And that is a process.



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That's why I say to you, don't worry about it. This is a place to work toward, not to expect yourself, after weeks, to be at. That's really, really important to just know that.

Before I go any further, I wanted to just check in and see if anybody has any questions. It's *2 to raise your hand. I've got you all on mute for a moment because I didn't know if there was going to be any noise but if you have any questions about what we have just been talking about, go ahead and raise your hand, *2 and if you don't I'll just keep going.

So, I don't know who this is, but it's says Burbank, California. Who is that?

Laya: That is Laya.

Rev. Anne Presuel: Laya! Are you in California?

Laya: I'm not, but it's my MagicJack number.

Rev. Anne Presuel: Oh! (*Laughs.*)

Laya: I'm bleary-eyed in Israel. It's late at night but I feel bad that I have not been awake for any of the other classes. I always have to listen to the recording and I was determined to, at least, come to one live.

Rev. Anne Presuel: What time is it there?

Laya: It's after 11. I usually get up at like 4:30 or 5:00 in the morning so definitely past my bed time but worth it.



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Rev. Anne Presuel: Well, I'm glad you're on. It's so great to talk with you. Everybody, Laya and I took a class together two summers ago. We met then and that's what's so cool, isn't it? This online world, you keep in touch with people and you connect with them and you get to know them and it's just really neat. I'm so glad to talk with you again live, Laya.


Laya: Likewise, me too. And I've admired you from the beginning so it's my honor to take this with you.

Rev. Anne Presuel: Thank you, thank you. So what can I help you with?

Laya: My question is, I have at least three projects. One is sort of not for right now but I've got the Aunt Laya brand, I guess. And I didn't do that on purpose, by the way. For those of you that don't know me, I wrote a book for teenagers so I have my website as AuntLaya.com and my blog is AuntLaya.blogspot.com so I guess, in a way, that's my brand. But I have something new that's really burning from me that's kind of related. It's sort of similar and it's called Nurturing Women.

What I'm getting to with my question is, and I did post in the forum about that brand, and that's the one that I finally narrowed it down to, the one that I really wanted to work with in this course, but I still got the Aunt Laya thing and I still got that book. So, like business card, letterhead, how do I? But the Nurturing Women thing is such a burning thing that I want to do. And there's another piece that I want to do, too. So like, in terms of the business card or letterhead, not really



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sure if I've got several different brands going at once. What's the best way you think to handle....?

Rev. Anne Presuel: So, let me ask you, Nurturing Women, is that going to be leaving the Aunt Laya to the side? You know, that work with teenagers, etc. are you going to be continuing to blog on that or sort of completing that?

Laya: No, I can't really let that go because the book is still selling and I'm hoping to come to the US and do like a little speaking tour. I don't really have a lot of time, but I'm hoping to pick some things up. On my one sheet, I definitely can do half-day or whole day workshops for teenagers. So I can't ever really ditch the teenage thing, but I kind of feel that my focus right now is more towards Nurturing Women (*static sound*)....that I've got really big in my head to do (*static sound*).

Rev. Anne Presuel: You're breaking up. Let me see if I can answer this: as a business coach, I would say keep them separate. These are two different businesses. "Nurturing Women," I didn't fully hear, but it sounded like what you're doing is you want to nurture women who have gone through, did you say domestic abuse? Is that what you said?

Laya: No, no, not at all. In the tagline, that I think I've come up with is Nurturing the Nurturers. So, it's really (*static sound*).

Rev. Anne Presuel: I don't like that for a couple of reasons. Number 1; unless you expand upon it, Nurturing Women, Nurturing the Nurturers, it's too much "nurturing" in the brand's name and tagline, first of all. And second of all, it's



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nice, but it's not juicy. It doesn't hook me or draw me in. Its like, "Oh, that's nice." I kind of want to stroke it and say, "Ohh...that's nice." I'd like for you to play with that more. NurturingWomen.com, do you have that or NurturingWomen dot whatever it is that you have on the end.

Laya: *(Static sound.)*

Rev. Anne Presuel: So, the point is, when you do this work, you are teaching women how to nurture themselves, is that correct?

Laya: Right. *(Static sound.)*...you know, putting your oxygen mask on first, it's teaching women how to do that on a lot different levels and doing it in a way that doesn't make it "work" but makes it comforting and rejuvenating and building.

Rev. Anne Presuel: Yeah. I think that what you're going to need to do is to play with the tagline and maybe something just like what you said, "Your oxygen mask first." You know what I mean? Where it's really clear, it's really vivid, there's no question about what it is you're doing. Nurturing The Nurturer is just way too many "nurture" words. You know what I mean?

Laya: Got you, yeah.

Rev. Anne Presuel: Yeah, I would run screaming from that, frankly. I like the words as maybe keywords in part of your message, absolutely, but not in your tagline. No, no, no. Okay, does that make sense?

Laya: Uh, hmm.



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Rev. Anne Presuel: Your tagline is going to be very distinct about what this is all about. Who cares about nurturing women? You know what I mean? Like why should I care about NurturingWomen.whatever? And that's what your tagline is telling me. If I see something like, "*Put your oxygen mask on first,*" that's really bad but I'm going to get real clear that that's what your work is. Does that make sense?

Laya: Yeah.

Rev. Anne Presuel: And you and I can do some of this on your call. I'd like for you to do some of the homework from the tagline before our call so that we can really hone in on it.

Laya: I actually did do some of the homework.


Rev. Anne Presuel: It's hard. I will say it's really hard. This is a different way to think and it's hard to brand yourself without some additional help. I won't pretend that it's an easy process. But it's a really important one and its fun when you have someone to work with and play off some of the ideas which is why I really, really wanted you guys to get yourself in the forum because, again, sometimes, one word can make all the difference in the world.

Laya: (*Static sound.*) ...three of four or five in the tagline.

Rev. Anne Presuel: Yeah. Go on and post some stuff and see what shows up, if you're willing to do. You don't have to, but it's just a suggestion, okay?

Laya: Yeah.



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Rev. Anne Presuel: Definitely not that tagline. (*Laughs.*)

Laya: Okay. (*Static sound.*) I need three different business cards or ...?

Rev. Anne Presuel: Oh, that's just like a nightmare, isn't it? Listen, sweetie, one business at a time, okay? Seriously. You've already built Aunt Laya up. You've got a really actively selling book on Amazon, correct? It's like selling a number of copies every day?

Laya: Yeah. (*Static sound.*)

Rev. Anne Presuel: That can pretty well care for itself if you would just continue on with the blogs. Are you doing ezines or anything like that? We're really getting into more business than your brand. But let me just ask you, are you doing ezines or anything like that or have lead capture?

Laya: Yeah. After 10 years of messing with this, I finally figured out how to get an opt-in box on my blog page. (*Laughs.*) (*Static sound.*)...breaking through the year.

Rev. Anne Presuel: You what?

Laya: I'm finally getting into the high tech block.

Rev. Anne Presuel: As a business coach, I say one business at a time, not three. You've got Aunt Laya up and going and pretty well strong and you want to go into this other so that, I would say, no more than two. Whatever the third one is, cut it. Choose. And you were looking at the second one, I remember, when I was talking with you before, right? When we were on the class before with Laurie?



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Laya: *(Static sound.)*

Rev. Anne Presuel: Yeah, yeah, because you were just starting that one at that time. A third one? It's just going to pull your energies away. But you and I can talk about that on our call, but I don't want to take up the branding class for that.

Laya: *(Static sound.)* I find typos in her copy all the time.

Rev. Anne Presuel: *(Laughs.)* Yes, it's normal. One of my friends puts on the bottom of hers, "*Typos, no extra charge.*" Matthew says, at the bottom of his, almost always misspelling iPad. You can deal with it with humor, but I hear what you're saying and as a writer, it probably drives you nuts. That's funny.

That's an important thing guys. You've got writers out there who are going to notice all the typos. *(Laughs.)* Or it might be an important thing for your brand.

Laya: *(Static sound.)*people are forgiving about the mistakes that we make.

Rev. Anne Presuel: Exactly. You gave me a perfect segue into the next piece, so thank you very much. Let me just ask if anybody else has any other questions. *2 if you do. Thanks, Laya.

That segue then takes us right into, "*Where do you put your brand?*" The answers going to be like a "Duh." You're going to just go, "*Of course.*" But I'm going to say it anyway, because sometimes we don't think about all the places. Sometimes, I can be like, "Oh, really? I can put it there?"

Here is the answer: *(Laughs.)* Everywhere, okay? You're going to put your brand everywhere. You're going to put it in Social Media. If you have Facebook or fan



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page, you're going to put it there. Even if you don't have a fan page, now Facebook has this new Timeline thing that's really cool and you can do a graphic at the top. I've got this picture of myself that's flashed on there just because I don't have a graphic that I want to put in there yet, but I might put something in. So, you can put that either in your Facebook regular page, your profile page or your fan page. You can put it in Twitter. You really do to have, especially when you're involved on Social Media, you want to have your brand be consistent on the Social Media places that you have. I'm saying this and I just want you to know, don't go looking at mine and saying, "*Well, Anne's not doing it.*" because I am going to be working with someone very soon to get all of these consistent.

Again, like I said, this is a process. It's not something I'm just telling you where to do the branding. This is a process. So, Twitter, LinkedIn, YouTube, Plaxo, Bebo, Myspace, Flickr, Beebler, you name it. If you're online and you're doing Social Media, you want to have your name and your look consistent across the board as much as you can. And know that it will take some time. So, not a problem. Other online places? The obvious one's your website, right? (*Chuckles.*)

Your Squeeze Pages. Like you guys got a Squeeze Page, Thank You page, from mine, where it's not consistent.

Your email. I think, personally, that I love my email. I love my email with the header and the graphic and all of that. I know that most people don't have that, but when I see it, I just really love it. That's me. That's my own personal preferences.



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That's what I love. Many people don't have that and that's fine. Again, it's up to you to choose where you're going to put your brand.

Your Time Trade account. When you have a Time Trade and you're having people sign in to make their appointments through Time Trade, you're going to want to do that there.

Your blog. Any online advertising that you do, any online advertising. And you're going to, at some point, start doing some online advertising and that's in different places, whether it's someone's website or you may do Facebook ads or Google ads or whatever the kind of advertising is that you do, you're going to want to have, you know.... But when you get to that point, you'll be doing that, alright? You'll have gone through all your branding process and you'll have your graphics and you'll have your logo, your colors and you'll have your brand and then you'll be adding that into the online advertising.

Your ezine. Any of the emails that come out, like I said already. Any shopping carts that you have, if you choose to have either Infusionsoft or 1ShoppingCart, either one, you're going to be branding yourself there.

Any list management services which is where you're going to be sending out your ezine from or any of your email to a group, your emails now, for this class, have been coming out through iContact, my list management service. I used to have Constant Contact, I hear that Aweber's great, it hooks up nicely with 1ShoppingCart, but from the online guru that I know, she says iContact has one of the best deliverability rates. So that's one reason I stay with iContact.



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Online forums. If you're on any online forum, then you have the opportunity to brand yourself, to put your name, your picture, you want to keep your picture consistent with the others that you're doing. If you're on online forum, you're going to want to put your brand's name or your URL and your tagline underneath your email signature on any online forums. Okay, no matter where you're at, no matter what group you're in, that's something you're going to want to do. You'll have to check with the different online forums to make sure that you can do that, but almost all of them, from what I understand, will allow you to have your URL or brand name and your tagline.

That gives people an opportunity to connect back with you, to check you out, to see who you are, see what you're doing. Online forums are really, really powerful for with connecting with people. I say that, and not everybody is great on online forums. Some people are, some people aren't. If it's a great place for you then go, do it and connect up, okay? If it's not a good place, then you've got to go and find a places that are good, that you shine at and you're really good.

Those are some of the online. The offline, or the hard copy things, like your business cards, your handouts for a program or postcards, if you're going to be doing a postcard campaign. Any kind of advertising anywhere. If you are a sponsor at a conference, you have to think about your banners for the conference.

Swag, which is the term for the freebies that people give out in bags at conferences, you want your brand to be consistent again. These are the hard items, not the digital. The hard copy items. Back to the digital for a second, if you're



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giving away anything like a JV giveaway or something like that, that I was promoting, you definitely want your brand to be consistent across the board. So, any digital pictures or things like that, again, consistency in branding.


I'm not telling you this to overwhelm you. I'm telling you this just so you have a vision of where to go and things to do as you implement them. As you walk along this branding path, as you walk along this entrepreneurial path, it's a process. It's not a place that you get to overnight and there's nothing wrong with taking whatever time you take, to get there. If you put it together, the things that are most important, right here right now, then after that, you put together the other pieces. So, a piece at a time, a piece at a time, a piece at a time.

I wanted to give that information to you. That consistency, how branding shows up, what it looks like, why you'd want to do it. Some ideas of places to keep your brand to have it looking good across the way, but I also wanted to leave time today for question and answer, for conversation about whatever is going on for you as far as branding is concerned.

I want to leave a couple of little pieces that give you a little bit of information about the rest of the class which is, of course, today, but I'm going to leave the Ning site up till the end of the month for you, so you can still get some things out of there. You can still have conversations with each other, but I'm going to add in some extra things for you.

I'm going to add in some extra bonus on tips on branding, which I think is going to be really good. Of course, I have to do the tapping audios and any worksheets or



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exercises from this class and from the last class. You're going to want to check back in to the Ning forum and just double-check to get everything. Luisa will send out an email letting you know before it comes down and probably letting you know that certain things are in there.

Here's the thing; anybody have questions about their brand or questions about the things that we've gone over in this class? Anybody want to learn anything, talk to me about anything? If you want to talk to one another about something, tell me what you want. I'm going to un-mute you all.

Alright, you're un-muted. If you want to mute yourself, you can *6 and then it's *7 to talk or if you've got mute on your phone, you can do that, too.

Laya: It's Laya again. *(Static sound.)*

Rev. Anne Presuel: Laya, it's really hard to understand you because you're breaking up so badly.

Laya: *(Static.)*


Rev. Anne Presuel: I can't understand anything you just said.

Laya: Can you hear me now?

Rev. Anne Presuel: Oh, that's better, yeah.

Laya: Okay, great. My question is about my logo. When I got a vision of some colors and *(static sound)*. How do you recommend *(static sound)*...



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Rev. Anne Presuel: I got everything up to “How do you recommend..” and then it was breaking up very badly. So, how do I recommend what?

Laya: Working with a (*static sound*) like a designer, graphic artist to create something better.

Rev. Anne Presuel: That’s their, hopefully, genius and if you tell them what you’re looking for and what you want, in the perfect world, they’ll come up with something for you. You remember to keep it simple. It is what you want to present to the world about your work. You kind of have to find a graphic designer and ask them to see if they can come up with something for you.

One of my clients, I don’t know if she’s on the phone, she’s been working with a graphic designer and we’ve been going back and forth about some of the things she’s been getting and I’m like, “*Oh, toss it.*” One time, I think I said, “*Find somebody else.*” I think she did and some of the things that she’s been getting now are actually very, very good. This is a process of looking for someone who has a good eye and can produce something that looks really good for you. Looking through to all my iterations, the most recent one is the best, and each time I’ve used a different graphic design person.

It really does depend on the look that you want and being patient enough and being willing to let someone go and you pay them for their time, you thank them and then you go on. Because it’s frustrating to pay somebody and not like what they did for you. But they’ve done the work and you might want to take a look at what their other work is to see if you recommend someone before starting with them.



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That would probably be my best suggestion, because otherwise you could be with somebody who says they're a graphic design artist and they're really not very good at all. Does that help?

Laya: Yeah. Thank you.

Sheila: Hi, it's Sheila.

Rev. Anne Presuel: Yes, Sheila.

Sheila: I am looking for that thing. I don't think it was the one right now so I put out five headers and put them in the forum. I had a logo designed, a business I'm not going to use now. But I used this company, the name is similar to 48-hour logo and they had, they put out for artists to bid. First, you choose what, you give them an idea of what kind of logos you like. You can put it in as many parameters you want, colors, types of font, etc., and artists submit designs. You can choose them, they can continue on and you've got a couple of days or a week depending on the package. I think the whole thing I spent with a lot of different time with people with like \$99.

Rev. Anne Presuel: Oh, wow.

Sheila: So, I will put that one up. You can look through and you can be as specific as you want. I wasn't all that specific. Be as specific as you want and then you'll get several different artists that will submit designs on it and then you put what you like about each design. If you don't like it, you cancel it or select a



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few you'd like to change to something bold or change the color and they'll keep working on it.

Rev. Anne Presuel: That's wonderful. That's a great resource. Thank you very much. I love it.

Sheila: You're welcome.

Rev. Anne Presuel: What is that website again?

Sheila: I went to 48hourlogo.com and there's two very similar so I'm looking through my emails to check the exact one that I used and I'll either give it at the end of the call or I'll put it in the forum.

Rev. Anne Presuel: Sounds great, Sheila. Thank you very much.

Sheila: You're welcome.


Rev. Anne Presuel: Good, anybody else have any questions? Yes, Catherine?

Catherine: I posted the 99Designs.com on the forum. It may be a little bit more expensive but you get to have them work on it and the different people present what, you give them your ideas, they present it and you only pay for the one that you're going to work with.

Rev. Anne Presuel: Okay. And that's 99Designs.com, is that what you're saying?

Catherine: Yes. I posted in the forum and they have a great video so you can understand how the process works.



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Rev. Anne Presuel: So interesting. Okay. Very good. That's very interesting, a very different way of doing work. I think that most of us sort of can imagine which is, you get bids and people are actually doing the work first and then they get paid, if they get chosen. That's really interesting.

Sheila: Okay, it's Sheila again. It's 48HoursCoolLogo.com.

Rev. Anne Presuel: Okay, okay, great. Everybody's busy writing that down? Cool, C O O L?

Sheila: The number 48HoursCoolLogo.com.

Rev. Anne Presuel: And Catherine, what was yours?

Catherine: The number 99Designs.com, I believe.

Rev. Anne Presuel: Designs, plural, .com?

Catherine: Yes, designs.

Rev. Anne Presuel: Okay. That's great. There's such a lot of wealth of information here. I love it. You, guys, have a lot of knowledge.

Catherine: With the 99 Design, you also have people to vote on it so you could pick it out from it, you can get feedback from other people.

Rev. Anne Presuel: *(Laughs.)* Good. Very good. Very interesting. Okay, good. Does anybody else have any other questions? Any other comments, anything you want to share? How is your brand development coming? Anybody? Yeah, nobody wants to share. *(Laughs.)*



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Catherine: I have something to share, Anne. Catherine again. I haven't been actively rebranding. I just felt like things needed some space and so on. And when we did the last call with the colors and so on, I came across a flower essence after I was reading something. And the flower essence, I can't remember the name of the flower, but my current logo is Your Healing Pathways is the name, and the logo has four paths, in other words. And the flower essence had four petals going in directions, very similar to my logo. And the word for it was, and I thought this was pretty good, integration, connection with Source and something else, all the things that I talk about.

Rev. Anne Presuel: Nice.

Catherine: I haven't decided what to do with that yet. That was interesting and the flower was white, actually.

Rev. Anne Presuel: Which makes sense, right, because of the crown chakra? That's great.

Catherine: I had a lot of key words that we have talked about when you said, "*Well I don't know if anybody wakes up and wants to connect with source.*" but I'm like, "*there's an actual flower essence for that, thanks for that.*" (Laughs.) And integration, integrating spirit in everyday life, another thing that I talked about also and that was like, "*Oh, wow!*" so I'm playing with that at the moment.

Rev. Anne Presuel: That's wonderful. Congratulations. Anybody else?



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Sheila: Anne, I'm wondering if people would like to go around, whoever is on the call and say what's their business is and wherever they are on branding?

Rev. Anne Presuel: That would be great. And Rita just raised her hand. Yes, Rita. I love that idea. Hold on.

Rita: Thank you. I'm still working on my logo also and my business, my branding thing and I kind of, I really like to, my name is Rita and it's ExquisiteFactor.com and it's a website I'm holding and I had thought that the colors like for tropical and there's a bird of paradise and the exquisite and when I examine the picture, I just thought, not a connection. And then the next thing I thought of was like a peacock feathers like it's gorgeous and there's exquisite colors in there. That's so far that I've gotten so...

Rev. Anne Presuel: I can totally see that, by the way, Rita.

Rita: Oh yeah. Peacock feather?

Rev. Anne Presuel: Yeah, I can see that, yeah.

Rita: Anyway, any other ideas, that'd be great. That's what I'm working at now.

Rev. Anne Presuel: That's awesome, thank you.

Sheila: What is the business?

Rita: It's also building women's lives and helping them become stronger. Oh I don't have my tag down good, I haven't been looking at my stuff.



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Sheila: Okay, that's cool. ExquisiteFactor.com could have been a piece of jewelry or a wild variety of things. What image is exquisite and strong?

Rita: Exactly. That's what I'm looking for.

Sheila: I will think about it.

Rita: Okay. (*Chuckles.*)


Rev. Anne Presuel: Who would like to share about their brand and what's going on with them? What they're doing? What their work is, etc.? Anybody?

Sheila: Well, it's Sheila, since I started, I'm totally new. I'm continuing with Anne in a Platinum program, so I kind of feel like some of the pressure is off. I am, with the work we've done and my having called a former coach, I've been all over the place.

With somebody that I've coached, I've gotten to where I'll be working with women who've lost something. Married women, long relationships, who, something's missing and they're really looking to reconnect and learn to expand communication with their loved ones.

Bottom line there, and I don't know if that fits in or how, but it's almost or maybe before it's too late. I was married for 47 years, we had a wonderful marriage and my husband passed away five years ago and there's still things I wish I had said or we had talked about before he was gone. Now I'm trying to create that in a brand, what the languaging is, what the URL is and my domain name and that's where I am right now.



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Rev. Anne Presuel: It's going to be a lot of fun to create this with you, Sheila, because you have so much passion for this. And, you have such a great story and you have such a great history, so you understand very clearly why it's so important to live. I believe, if I remember correctly, it was, "Live life now." Be in a relationship now, be here now, because it could all go away and part of your work is to take that passion and that message to the world. How to sort of recover that joy in a relationship and in one's life, right?


Sheila: To recover the joy and also expand. Realize what you'd had through the years and expand on that and really be using it and having an even richer life.

Rev. Anne Presuel: Yeah.

Sheila: And what's been interesting for me, and for people I don't know here, is I'm a photographer and I've been doing picture to ponder. Photography is a transformation (*static sound*). My photographs come up with messages and mostly, I'm really about changing and shifting perspective. Other ways, there's more than one way of looking at things, and a couple of things that happened this week, bringing that up.

I've been missing a couple of different books and an interview in a book and that was kind of a bottom line of it so it's kind of neat. What's also been powerful for me out of the work, in the course, and working with Anne and with all the work I've been doing is, when I was Googling and looking at different things about relationships and I was trying 'rekindling,' I don't know, a couple of different things on relationships and ordinarily I would shut down, or other people are doing



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that. I'm able to stand now, I have something more or different to offer. I mean, yeah, I might tell you to have a party or make a date or use candle light. If that happens to fit for you when we're talking, I'm not putting out an overall like a prescription. That's where I come this week.

Rev. Anne Presuel: Nice. And it's going to develop and evolve. It's going to be fun to watch it.

Sheila: Yeah, thanks.

Rev. Anne Presuel: Okay, anybody else?

Sheila: So, if anybody wants look me up in the meantime, there's PhotographyandTransformation.com and my name SheilaFinkelstein.com links to several of my different sites including Writing for Healing. Put that out in the interim.

Rev. Anne Presuel: Yeah, very good.

Sheila: Thanks.

Rev. Anne Presuel: We have a quiet group today. Okay, go ahead, Karen.

Karen: Can you hear me?

Rev. Anne Presuel: I can hear you.

Karen: I've been asking questions and saying things and nobody's commented on. I don't think anyone heard them (*laughs*) I'm like, "*Oh no, we're not quiet. I*



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just asked a question.” (Laughs.) It was like, “Can I ask about this?” then somebody said, “Why don’t we talk about this?” “Wait a minute.” Anyway...

Rev. Anne Presuel: *(Laughs.)*

Karen: I was wondering because I don’t know anything about opening a website. If anyone had any comments or tips or thoughts about GoDaddy versus Word Press, that sort of thing.

Rev. Anne Presuel: I can tell you that GoDaddy is a hosting for Word Press. In other words, you purchase the URL at either GoDaddy or another hosting company like HostMonster, Hostgator, Westhost, Bluehost, fill in the blank host, whatever and you purchase the hosting from that company. And then you’re going to either purchase a premium theme from Word Press or you’re going to just use a free theme from Word Press. And given that I’ve used the free theme for a number of years and now I am going into, I’m having somebody redo my website and I’m purchasing a premium theme. I would recommend probably just start out with a premium theme to begin with. You have fewer problems. It’s just easier for lots of reasons.

Okay, having said that, that’s the platform that you are going to be doing the blogging and putting your pages up, etc., etc. That’s Word Press. So Word Press goes into, or is installed and put into GoDaddy or whatever hosting company you use. Does that make sense? That’s the distinction between the two.

Sheila: Okay. Can I put in my two cents?



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Rev. Anne Presuel: Please.

Sheila: I purchased through GoDaddy and I've been in a lot of long-term internet marketing groups and GoDaddy is not recommended to be the easiest or best as far as hosting. There's Hostgator, Dreamhost and one other host something or other that are recommended that have... so you want to, I'm just suggesting, from my background, that is, purchase at GoDaddy or Cheatnames or other places and then you host with one of these others. I just started a resource link, a thing, a stream and so I put some of that in there.

I now, also, post because I've done a lot of Word Press design programs also. I happen to have a premium theme which is more complicated. There are a couple of things that are very easy to use and you can do a lot with them. Where you have the problem, or a lot of the constraints is, if you use WordPress.com which then confines you to selling and everything else, you don't need a host for WordPress.com but that's not the way to go. I'm not going to recommend you where to go.

Using your host, any of the host, then what you're downloading or uploading or whatever it is WordPress.org and that's the whole structure from which you're creating.

Rev. Anne Presuel: I just want to (*Static*) like I just said and that is said a number of people do not like GoDaddy hosting. I moved my whole entire site over to a different hosting company and now I'm in a process of moving it all back over to GoDaddy so that it's all consistent there but that is because I've chosen it.



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Catherine, I'm getting a lot of noise from you, Karen, so I'm going to mute you but push *2 when you want to talk again, to raise your hand, so I'll just un-mute you so we can hear you.

Sheila's right. There are a lot of people who say GoDaddy is not the ideal hosting for a Word Press platform and I've heard it from a bunch of people and I'm sure that must be true which means you then need to find a different...but I will say a couple of things about GoDaddy. I love their service. Their service is amazing; their email is fabulous and they are always available 24/7 to answer any questions that you have. I love that way of help and a lot of times if you have a premium theme, you don't have the same problems as if you have a free theme for Word Press. You can take it however you want.

Catherine, you wanted to say something?

Catherine: I have GoDaddy and I like GoDaddy because they do have a person 24 hours that you can talk to. When I try to look at other host sites, there was no way to get any questions answered. I didn't understand all of the terms that I wanted to know and you cannot ask a stupid question on GoDaddy. Every question so I'm very happy with that. I did have my VA set up the WordPress.org. I selected the theme that she was using because before that I did Homestead. I couldn't do Homestead. Homestead is one you kind of build yourself. And I've had no problem in what you said something before about the .com. When you have your own theme, then everything that you write belongs to you and you could not face the possibility of being shut down plus there's no advertising on there.



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Rev. Anne Presuel: On your premium theme you're talking about?

Catherine: Yeah. You put down whatever you want, whereas a free theme there's advertising that block that Word Press.

Rev. Anne Presuel: I think you can opt out because I have a free theme and I don't have advertising site.

Sheila: The difference between Wordpress.org and WordPress.com. There is no advertising in WordPress.org even if you're using a theme. The content is all yours.

Rev. Anne Presuel: Okay, there you go. And it's through WordPress.org not WordPress.com?


Sheila: Right.

Rev. Anne Presuel: Yeah. Laya.

Laya: I just have one more piece to add to all of this, that is, no matter who's hosting you, GoDaddy is where you can buy the name of your URL, your .com but be very prepared to buy it when you search for it. So if you search and they have it, that's when you need to buy it because if you go away and think, "*I'll buy it tomorrow or in a few days.*" there's some kind of robot out there that will go and just snatch it right out from under you and I learned that one the hard way.

Rev. Anne Presuel: If it's a good one. If that's not something that they think it's going to be used very much, then you're okay, but that's why you check at



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WhoIs.com first. If it's available and you're ready to buy it, then go buy it. I totally agree with her.

Sheila: I put a URL up in the web, just as if I'm going in the URL thing, in my browser, Firefox, and then if it's showing up as a site or I can't find it, I know that it's most likely available and I'll hold that and check that but nobody knows that I'm looking for it.

Rev. Anne Presuel: Yeah. That's a good point, too. Does that help you, Karen?

Karen: Yes, thank you so much. So, when you buy the domain name, you don't buy it once, you pay for it every month forever, right?

Rev. Anne Presuel: You pay for it every year, not every month.

Karen: Okay. Great. Thank you, folks! This helped me a lot. Thank you.

Rev. Anne Presuel: Yes. You're very welcome. That's definitely an issue. It's the hosting that you're paying for, either every month or you pay for it once and usually, the hosting is going to be about \$100 a year or something like that. Does that make sense? And you can host like a bazillion URL's on one hosting name.

Sheila: Okay. Also, I discovered, very belatedly, with a sub-domain, use your one URL in a couple of different ways with sub-domain. So for instance, I set up a store in NaturesPlayground.com, Restore.NaturesPlayground.com and I didn't have to buy another domain (*Static*) show up in (*Static*) com and that still would be, you know, it's just the one same URL without buying another URL.



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Rev. Anne Presuel: It's funny that you say that, because last week was the first time I even heard about sub-domains. So that's interesting that you can do that. And yes, you can do sub-domain.

Sheila: Actually, on the one thing I mean all my, I mean I have about twenty or maybe over thirty registered but maybe ten or fifteen active domains so actually, all sub-domains. My main domain is SheilaFinkelstein.com but then you can get the sub-domain like I just explained within the sub-domain.

Rev. Anne Presuel: Yes. Makes sense. Alright, well, cool. Does anybody else have any questions? Or anybody want to share what's going on in their brand? What they want to do with this? Where they're going? How things are opening up?

By the way, I want to say one thing; I sent an email to Sheila this weekend. I was at my retreat with my own coach and my Mastermind group and one of the people in our group, now we've been doing this since August and this is our second retreat and someone in the group was branding this weekend.

It's very interesting to watch the process of a business as it unfolds. Not everybody finds a brand or gets their brand or whatever, at the same time as everybody else. It is a very sacred process, so take the pressure off yourself to have it all done, to have it perfect or to have it finished overnight. And know that this is just part of the process and I'm giving you a lot of information. You can go back at any time to go through this again and either tweak what you've already



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done or get it better or whatever, but this information is there for you and it's good, solid information for branding yourself, branding your business.

From here on out, it's available for you. So like Sheila was saying, some of the pressure is off because she's continuing on, which is really great and that helps a lot because she knows that she's going to continue to get the support that she needs. Just know that this is a process. It's a process and we're all in the evolution of our business, every last one of us. I don't know if that helps. I think it probably does. So, who else wants to share? Anybody? Any questions, any sharing, anything? You guys are quiet now.


Laya: I just want to say that it's not because there's not stuff brewing, it's like how do you pick out what... my mind is swimming with a lot of different questions and issues and pretty much I'm just thinking that I speak about that with you when we have our little session.

Rev. Anne Presuel: Okay, okay ,yeah. Anybody else?

Laya: Thank you. I just want to also thank you very much because it really has been jam-packed with lots of great questions to pull out, lots of the answers that we have living within us that will create a brand that we are becoming and presenting.

Rev. Anne Presuel: Hang on one second, Catherine. I remember, Laya, when I met you two years ago, I was so confused about what the heck a brand was. I just had no idea. And I think that that's really common for a lot of spiritual entrepreneurs, the healers, a lot of people who are sort of, even if they've been in



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business for a number of years, to look at it from a different perspective, to like really start to get, *“You know, I really do need a brand. And I really do need to get this honed in and focused and get some sort of way that makes me stand out from the others.”*

Because there are a lot of people, there are a lot of healers, a lot of people offering their services, but to have your own brand, be so unique and so specific to you that has you then, get excited about it and what you’re doing. It’s just gold. It’s just gold. It really, really is. And that is what helps each of the different healers stand out and apart from one another because there are so many wonderful, wonderful healers. But when you can organize and bring your own work into a specific brand that is uniquely you, it makes you stand out and stand apart from everybody else and that is amazing.

I was listening to, I don’t know if you guys know who Brendon Burchard is but he’s the Millionaire’s Academy and he organized his information and created a multi-million dollar empire within 24 months of creating his business. It’s really, really an amazing story.

I was listening to one of his videos, watching it this past weekend and he was saying, and I agree with him 100%, that we have an opportunity today, like we’ve never had before. We have the services available, we have the technology available, we have the hunger that is there to create a business, especially online, in a way that is so powerful, so unique and so lucrative, just by bringing together who



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we are, our unique gift, our unique experiences, our unique passion and organizing that and sharing it with the world.

And that is, it was not in existence ten years ago. It just was not available. And even five years ago, many of the technology, the services were not available the way they are today and that is why, we, right now, have this really unique ability to be able to bring our work to the world in a whole new, very powerful, very beautiful, very sacred way where we can touch other people's lives and we can make a very beautiful living doing it. I think that, to me, it's what being a Divine entrepreneur is all about. It's bringing our uniqueness and sharing it with the world, our gifts, our passion, sharing it with the world and being compensated for it, getting financially rewarded for that information and that knowledge, those gifts. That, to me, is really very beautiful, very powerful and very exciting.

Alright, Catherine, yes. Are you still there?

Catherine: I didn't notice about a call with you. Was that only if I join the other way or could you offer.....?

Rev. Anne Presuel: Yes, yes, it was the first ten who joined this group. You were in the Mastermind so that wasn't part of youryeah.

Catherine: *(Laughs.)*

Rev. Anne Presuel: Sorry. *(Laughs.)* Okay everyone, thank you so much. Thank you for joining us. Thank you for being here. Thank you for bringing your energy, your contribution, your comments, your thoughts, all of that. Thank you



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so much for bringing all of that to this group, this class. I so appreciate it. I appreciate everything that you have shared, everything you've offered up here because it's really made a difference in this class, so I want to thank you for that.

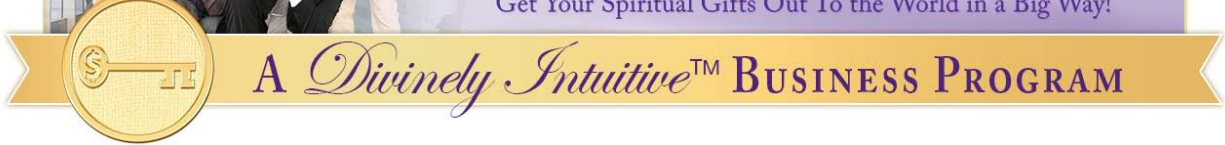
Last chance, any questions and if not, we're going to close.

Catherine: I just want to thank you again. It was great and I can really see how all this works, just builds confidence and also knowing that we really do have something to give and will be able to articulate it.

Rev. Anne Presuel: Yeah, I love that. Thank you.

Sheila: Thank you and anybody else who participated.

Rev. Anne Presuel: Thanks, Sheila. Bye, everyone. Happy branding. Bye!



Handout

Class5 – Your Divine Brand’s Reach

As you begin to bring your brand together, you will be putting it in various places, both online and off. Here is a list of suggested places for you to put your branding touch.

Your website header

Your email header

Your business card

Header/Footer for handouts for classes you offer

Your email list service provider:

Ezine

Autoresponders

Promotional Emails to your list

Squeeze Pages/Sales Pages/ThankYourPages

TimeTrade – or other scheduling system

Google Calendar – or other calendaring system

Central Desktop – or other office organization tool

Online Forums

Banners for sponsoring events

Signs at events

Swag for events

Online Advertising Banners

Google/Facebook ads

Postcard advertising

Press Releases

Speeches/Interviews



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Blog Talk Radio – or other radio shows

Your Blog

**Social Media – Facebook, Twitter, LinkedIn, YouTube, Flickr,
Squidoo, Plaxo, Bebo, Myspace, Bebler, etc.**

**Giveaway/handout items, such as pens, bookmarks, stickers, etc. (Check
VistaPrint.com for great promotional ideas.)**



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Juicy Tips on Divine Branding

Bonus 1

Here are some tips to help you as you create your Divine, juicy brand.


- Be clear about your message
- It is more important for your brand name to be clear than cute. And it's okay to be cute... as long as you're clear
- Your tagline is like an elevator speech on crack –short, sweet and to the point
- Allow your brand to reveal itself to you
- Know who your target market it and speak to that market
- Be clear about what you want your brand to say
- Speak in results, not process
- Speak in your market's language, not yours
- Tell the world why you're different from the others
- Be clear about your promise to your market
- Confidently declare your promise to the world



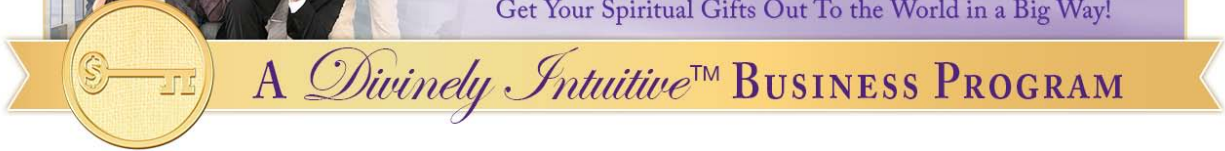
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- Stand up. Stand out.
- Choose a brand that inspires you, that invites you to step into a bigger vision and version of yourself.
- Create a brand that draws your peeps in, that inspires them . YOU are your brand. Remember that.
- Your brand is the promise to take them where they want to go.
- Your brand is about combining all your certifications and all your trainings, into one cohesive promise.
- Use Google's Keyword Tool External to check for words and phrases
- Make your brand an authentic representation of you.
- Your tagline often brings more clarity to your brand name.
- Your brand helps people to know who you are and what your business is.
- Use words you love in your brand and tagline.
- Be sure your brand is about your clients, not about you.
- When branding, be sure your target market can pay you.
- Your brand is the beginning of your relationship with your market.
- Your logo is the visual representation of your brand's promise.
- Your logo needs to be simple and clean.



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- It will make you appear more professional & established.
- Graphics are important in branding. Find a good graphic artist.
- Get a professional picture done by a good photographer.
- Don't be afraid to use it on everything. It is especially important in online marketing for people to see and recognize you.
- Your colors should reflect your brand's promise.
- Declare your ability to create your brand (if you get stuck).
- Your brand's personality is similar to your personality.
- Showcase the strongest characteristics.
- Choose a font that reflects your brand's personality.
- Brand everything! Your brand touches it all.
- Maintain consistency across the board. It builds trust.



Your Divine Brand Affirmations

Bonus 2

Many spiritual entrepreneurs that I know and work with feel challenged at times as they create their brands. They know that a brand is important, but aren't really sure what is in a brand, or what makes a strong brand.

If this sounds familiar, then you are in the right place. These affirmations will help you access your own Divine brand – the one that represents you and your sacred work powerfully ... one that inspires others to want to learn more about you and even to work with you.

In addition, they will help you:

- open yourself up to discover your Divine brand – its looks, its message, its colors, its style,
- open yourself to a new way of thinking about your work, your visibility and your message;
- open yourself to receiving the abundance of the Divine – in clients, in opportunities, in connections, and of course, money!

You will stand confidently in your connection with the Divine, knowing you are always provided for – in all ways, always.

Most of all, you will remember that your work – and your brand – is a beautiful and sacred expression of the Divine in this world, and that you are one who has come to share your gifts with others, and to bring light where there has been darkness.

Standing in this powerful Truth, *you are very Divinely attractive!*



How to use these affirmations:

1. Listen to the mp3 recording that accompanies this report. Listen as you are:
 - going to sleep,
 - doing any sort of exercise that is calm (like yoga),
 - receiving bodywork (i.e., massage, reflexology, craniosacral therapy, reiki, etc.),
 - washing dishes or cooking dinner,
 - driving errands,
 - meditating,
 - tapping,
 - walking,
 - working (play it in the background on your computer),
 - and any other way you can think of.
2. Say the affirmations out loud to yourself. Tap while you say them. The bold statements are power statements. They have more powerful energy behind them. Say them out loud with *emphasis!*
3. Create your own recording of them in your own voice. Change words to fit your particular situation. Then listen to your own recording. Your subconscious will believe you and take action faster than if you just read the affirmations or listen to them in my voice. (It's more powerful because it always is listening to you in your voice.) ☺

Ok, so here we go!



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Today, I get quiet and connect with my perfect brand.

I am open and willing to see it.

I know that it wants me to see it.

I know what it wants me to see.

I am willing to hear what it wants to say.

I can feel my brand sharing itself with me.

I know what it is trying to say.

I can hear it calling me.

I can see it beckoning.

I can feel it.

I know it is there.

I am open to receiving it.

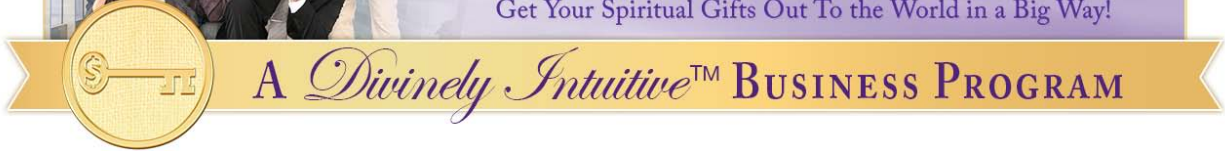
I know that the brand I am connecting with is perfect for me.

I know that the brand I am connecting with is perfect for my business.

I know that the brand I am connecting with is perfect for my work.

I know that the brand I am connecting with is perfect for my message about my work.

I trust what I receive.



I know that I am being guided to my beautiful brand.

I know that the perfect name for my brand is calling me.

I am open to receiving it.

I am open to hearing it.

I choose to hear it easily.

I see its beauty.

I know it deep in my being.

I feel its presence in my soul.

I know that the perfect tagline is available to me now.

My tagline is the ideal reflection of my beautiful work.

My tagline represents me to the world in a powerful way.

My tagline is a clear expression of the transformation that my clients receive from working with me.

It is interesting and clear, because I am clear about my message to the world.

It is easy for me to create a powerful brand that fully represents my work.

I love creating my brand!

I love creating my logo!



My logo is clear and meaningful to me.

My logo is clear and meaningful to others.

My logo reveals itself to me easily.

It is beautiful and clear.

It is powerful and inspiring.

It is juicy and inviting.

I see it easily.

I know what it is saying.

I can hear its message.

I can feel its truth.

And it wants me to share it with the world.

Today, I receive the vision for my perfect brand in a perfect way.

My colors and fonts are a wonderful reflection of my brand.

They reflect its message beautifully.

People know who I am and what work I do just by seeing my brand.

My brand is clear and it is concise.

My brand is inspiring and it is invitational.



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My brand is something I am very proud of.

It is a clear reflection of me and of my sacred work.

It draws to me my perfect, ideal clients.

My brand moves out from me into the world.

It is my representation to the world of me and of the work I do.

Creating my brand is fun and easy!

I am clear about all of the pieces that make up my brand.

It is easy for me to create each piece, because I allow each one of them to reveal themselves to me.

My brand is clear, it is juicy and it is fun!

It is an accurate representation of the sacred work that I do with my clients.

I am clear that I am my brand.

I know that my brand is a reflection of my reputation.

Because of this, I keep my brand clean and clear.

I keep my work with clients and others clean and clear, because I know that in doing so, it maintains my reputation.

Doing so maintains the integrity of my name.

Doing so maintains the integrity of my brand.



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I LOVE my brand!

I LOVE my message!

I LOVE my work!

I am so grateful to be getting my work out into the world.

I am so grateful to be getting my gifts out into the world.

I am so grateful that the world wants my gifts.

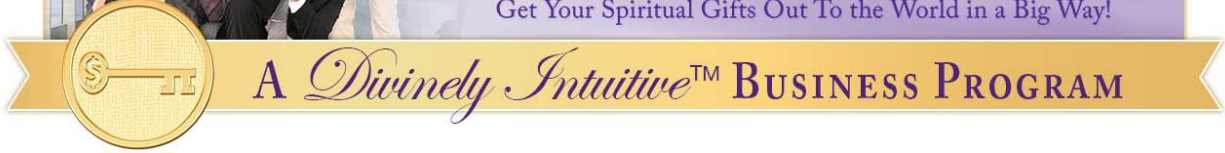
I am so grateful that it responds to my gifts and my work with enthusiasm and open arms.

I am so grateful that all of this is true, right here and right now.

Thank You, God! Thank you, Spirit!

Thank you, most Divine, Holy One!

And it is so. And so it shall be. Now and forever more.



The EFT Tapping Points

Bonus 3

The EFT points that you will be stimulating or tapping on are as follows:

The top of the head point is just the way it sounds. At the top of your head there is a place where numerous meridians intersect. If you were to put your fingers at the top of each of your ears and then go straight up to the top of your head where they meet then you will be reaching the top of the head point to the back of the crown.

Having said that, you can also stimulate the governing meridian by tapping from the front of your head where your hairline meets your forehead on back to the crown of your head. Simply imagine you have a part down the middle of your hair and tap on either side of that part.

The next point is **between the eyes**. Again, it is just like as it sounds. At the beginning of each eyebrow is a point. You can use two hands to tap on this point, one on each eyebrow or you can do what I do and use your first finger and your third finger to tap on these points. Since there is another meridian between these two points, I just use my first three fingers on one hand and tap at this area,



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meaning I tap at the beginning of my eyebrow point and the middle between the eyebrows. This is called the between the eyes point. Tap on this point right now.

The next point is the **side of the eyes**. It is on the bone of the side of the eyes at the end of the eyebrows. It is not forward into the eye socket itself or back into the temple but rather it is on the bone at the side of your eye. Tap right there. This is the side of the eye point.

The next point is **under the eyes**. This point is again on the bone about an inch directly below the pupil of the eye. Tap right there. This is called the under the eye point.

The next point is **under the nose**. It is directly half way between your nose and your upper lip in the middle. Tap right there. This is the under the nose point.

The next point is the chin point. This point is under the lower lip in the indentation point of your chin. It is not on the chin itself but rather at the indentation point of your chin. Tap right there.

The next point is the **collarbone point**. The collarbone is the straight bone under your neck that comes from your shoulder to the middle of your throat. Go to where the two sides come together in the middle at the base of your throat. Go down about an inch and to the right or the left about an inch. The point is under the collarbone itself even though it is called the collarbone point. Tap right there.



The next point is the **under the arm point**. Raise one arm and with the other hand, tap about 3 to 4 inches down from the armpit itself. On man, it's pretty much even with your nipple. On women, it is behind the curve of the breast at about a half way point of your bra strap. It is not too far forward and not too far back but rather in the middle. Tap right there. That is the underneath arm point.

The next point is the **wrist point**. This point is on the inside of the wrist about one to two inches from where your arm and your hand meet. Some people like to just tap their wrist together. Personally, I don't like to do that. You do what feels right to you. Tap for just a moment.

The next point is the **karate chop point**. This point is on the side of your hand below your fingers and above your wrist where they're soft and fleshy. The part of your hand where if you were to karate chop something, this part would be used. Similar to how some people like to tap their wrist together, some people also like to tap their karate chops together with both hands. Again, I don't do that but you do it if it feels right to you. Now, tap your karate chop point.

That's it. Those are the ten points. Let's run through them again from top to bottom and tap along with me as I say them.



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The top of your head, between your eyes, the side of your eyes, under your eyes, under your nose, your chin, your collarbone, under your arm, your wrist and your karate chop.



Fear of Committing to a Brand

Tapping Script

Hello. This is Rev. Anne Presuel of DivinelyIntuitiveBusiness.com.

Today, we're going to do a tapping exercise on the fear of branding.


A lot of times people have real fear of actually committing to a brand. They get overwhelmed, they get concerned that they're not doing it right, they can't figure out the words, they have a difficult time deciding. They're worried that they're doing it wrong so they end up not committing.

So, we're going to do a tapping exercise today just to help relieve some of these fears.

What I want you to do is start tapping wherever you like to start tapping, whether it's top of the head or karate chop, it doesn't matter. And I'm not going to define. I'm not going to tell you what's the different points are. You need to know what they are.

(If you don't know what they are, you can go to www.DivinelyIntuitiveBusiness.com under "Freebies". You can find the tapping



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points there on the website. Just follow along. If you need to go there, turn this off and then come back.)

Let's start tapping, please.

Creating my own brand just feels like it's so hard.

It's so big.

How do I even know what brand to choose?

I don't even know what a brand is, for goodness sakes!

Why do I even need a brand?

Well, I do see the value of a brand.

I do see that it's necessary.

I get that other people have brands and other people have good brands.

I don't know how they got them now.

And how can I get one of those?

Sometimes it just feels too overwhelming.


Sometimes it just feels like I just don't know what to do and how to back creating what it is I want.

I'm really ready for that...to not be the case anymore.

I really do want a brand.

I want a good, juicy brand.



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I want one that makes someone sit up and take notice.

I want one that says what it is I do... clearly... effectively. Maybe even with a little bit of humor.

I want one that reflects me; that reflects my work.

I think I could do that.

With enough information on how to, I think I could.

Okay, so, what if I'm wrong?

What if I make a mistake?

What if I screw it up?

All that time....all that time wasted and then I'll have to do it all over again.

Oh my word, who wants to do that?

So, in some ways, it's better if I just stay where I am because, at least, this way...

Well, no, it isn't better to stay where I am because this way is kind of confusing, too.

I'll have very confusing brand if I have a brand at all. And one that isn't working for me.


It doesn't reflect me.

It's like wearing clothes from when I was younger and a different person.

Like trying to wearing clothes from my hippie days into my business.

Now, if that doesn't work... Yeah, that doesn't work.



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I do need a brand.

I do need a good brand.

I need a brand that reflects who I am.

And I want a brand that reflects who I am.

I'm ready to begin to learn how to create it.

I've learned lots of other things.

I can learn this.

I've figured out lots of other things regarding my business.

I can figure this out, too.

Yeah, I'm ready to have a brand.

I'm ready to have a juicy brand.

I'm ready to create my own Divine brand.

Because I know that there are people who are looking for me.

And when they see my brand, they're going to know that I'm the one they want to work with.


Because that doesn't happen now.

Though I know that people do want what is it I have to offer.

But I have to present it in a way that has been realized that I have what they want.

I can do that.



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And a brand will do that for me.

A good, solid, clear, juicy brand.

I think I'm ready to do it.

And I think I can trust my Divine intuition to guide me and to help me go where it is I need to go.

And I'm willing to let it happen.

I'm letting go of the confusion.

I'm letting go of the fear.

And I'm stepping into knowing that I can create a beautiful, clear, solid, juicy brand.

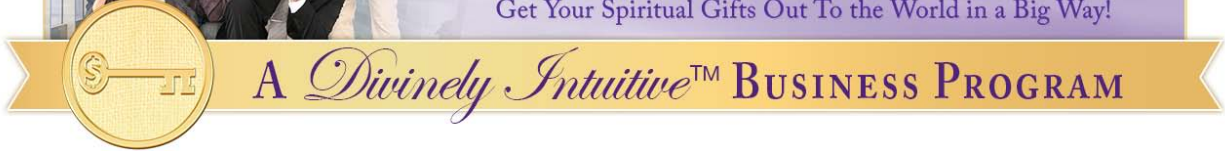
And so it is.

And I say, "Thank you, God. Thank you for the help. Thank you, Universe. Thank you to my higher-self."

Because it will come through my higher-self from the Divine.

And so it is.

Now, stop tapping and take a nice deep breath and allow yourself to be a space of allowing that to show up for you. Just know that it will as you put the effort into learning what makes a great brand and learning more about to how to speak what it is that you have to offer and bring that to the world.



Living Up to Your Brand

Tapping Script

Hello. This is Rev. Anne Presuel of DivinelyIntuitiveBusiness.com.

Today, we're going to do a tapping session where we're going to do tapping on the fear of living up to the brand that you've chosen.

A lot of times, I find that people create a really great brand and then they get scared because they're afraid that they can't live up to the brand. They can't live up to the promise of the brand and they feel as though it's too big for them to step into. So, we're going to do a tapping on that specific issue.

If you like to, tap on your karate chop. For me, I just go to the tapping points. I start at the top of the head.

The points are on the Divinely Intuitive Business website under "Freebies" so if you need to go take a look at the tapping points are, put this on pause and then go look. But I'm not going to go over the tapping points and I'm not going to tell the tapping points. I'm just going to speak, okay? That's just my style.

Even though I think this brand is just too big.



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I don't know what to do with it and it scares me to even think of stepping into it.

I don't know how I can claim it.

I don't know what to do about that.

It really frightens me.

The idea of stepping into a brand like this with that big of promise, how can I deliver?

How can I deliver that promise?

I'm just starting out.

Who do I think I am?

And what's worse, people are going to think that of me, too.

At least, I'm afraid they're going to think, "Who does she think she is?"

"She thinks so highly of herself."

"She thinks she can do that?"

"Who does she think she is, anyway?"

"What's she's smoking?"

I don't want people thinking that about me.

I'd rather stay stuck.

I'd rather not claim myself to be so big.

It's safer here.



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I don't want to get people all riled up.

I don't want people thinking badly of me.

What if I can't figure it out?

I'm going to look like I'm idiot.

It really frightens me.

I don't want people thinking I'm an idiot.

I don't want people thinking I'm claiming to do something and I'm full of it.

I would rather stay stuck.

I would rather people not think of me like that because at least this way, they like me and I know they like me.

I'd rather stay stuck.

I'd rather stay small.

I'd rather stay where I am because at least it's safe here.

At least, I know this devil.

The devil I know versus the devil I don't, I know this devil.

But I wonder what it would be like?

What it would be like if I did step into this?

What it would be like if I stepped into it?

.... and I created my brand?

.... and I created the promise of my brand?



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.... just like I'm saying I am.

What would that be like?

Oh wow. That would be pretty interesting.

Not only would it be interesting, it would feel really good.

And then people would say I whole lot different things about me.

They would say things that are really cool about me.

They'd like me.

Well, actually, maybe they wouldn't.

Oh wow. Maybe people wouldn't like me if I made it or if I didn't.

So, really, am I doing this because I'm afraid of what people think?

No wonder I'm not doing it.

If I'm afraid of what people think, if I'm successful or if I'm afraid of what people think if I'm not, or if I'm afraid of what people will think if I take action and don't create what it is I said I'm going to or don't deliver on my promises, that means that I'm giving my power over to other people, whoever these people are.

I don't need to do that.


That doesn't serve me.

And it definitely doesn't serve my people.

It doesn't serve my brand.

It doesn't serve my business.



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And it really doesn't serve the people I came to serve.

... because my people are waiting for me to step into my brand.

My people are waiting for me to become who it is I said I'm going to be.

... before I even came here into this earth.

My people are waiting for me to step into my magnificence.

Because when I step into my magnificence, then they're going to step into theirs.

Because that's how it works.

When I give permission to myself, I give permission to someone else.

Not like I'm a parent. But I give permission because then they see that it's possible.

Just like I see from my mentors that it's possible.

And I watch them and I grow with them.

I grow my own business.

And I let go of my fear.


Today, I choose to let go of my fear of what other people say.

I don't care what other people say.

Well I kinda care what other people say, but I'm going to let go of caring what other people say.

I choose to let go of caring what other people say, because it isn't serving me and I get that.



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I get that it isn't serving my people.

It isn't serving my gifts, my very sacred gifts that I've brought to the world with me.

And I need to get out into the world.

And if I'm afraid of what people think, then I'm not going to get them out into the world.

And so today, I choose.

I choose to let go of my fear.

... my fear of stepping into my brand,

... my fear of worrying about what other people think,

... my fear of not being good enough for this brand that I've chosen.

I let go of my fear and I step into my magnificence.

I choose to do that today.

I choose to do that every day as I grow.

And so it is and so it shall be.

And I say, "Thank you."


Thank you to the Universe.

Thank you to God.

Thank you to myself.

... my own magnificent self,



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... for moving through my fears and stepping into my own magnificence.

Now take a nice deep breath. You can stop tapping. Just be in the energy of what you are creating and then go pick action.

Divine hugs to you,

Anne

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Your 6th Sense Guide to a 6-Figure Business
www.DivinelyIntuitiveBusiness.com

