

STANDING OUT ONLINE

Let's get clear on your vibe + voice online. When you can show up as the REAL you... instead of a carbon copy of someone else you've found online, you will attract better results and better clients! Despite what you might be telling yourself right now, you have so much to offer... you ARE interesting, and I promise people do what to hear what you have to say.

It can be really hard to stay authentic and develop our own voice online when we are following so many people we love and feeling inspired by them. Use this workbook to help you dig out your authenticity online so that it's easier to show up as you! It's great to look at what others are doing for inspiration online but we don't want to get lost using their voice instead of our own! Creating your own authenticity and voice online also helps you convert clients... so win win girlfriend!

When you are your truest self, how do you sound?

When you are your truest self -- not holding back -- what energy and aspects of your personality come through?

When you are your truest self, how do you feel?

Create a list of all the things that make you, you.

Tell stories online that help people relate to who you are as a human. Don't worry about selling them. This is all about connection. Just focus on making FRIENDSHIPS with people that are JUST LIKE YOU.

People need to connect with where you were before so show them your transformations. Where were you before? Where are you now? How did you get there? Get clear on your story. Where were you? Where are you now? How did you get here - what flipped the switch or made the change?

What is it that you want to represent for others? What do you stand strongly for and want to share with or offer others?

What could you spend all time teaching your ideal client + what do they need to learn from you? **List 5 lessons you want to teach your ideal client, and how you can break down these unique lessons to help them**

What are some of the biggest lessons you've learned in your life, as a result of your struggles? List 5 or more.

What are you known for? What makes you, YOU? What are some of your BEST qualities? List as many as you can!!

How can you use your best + unique qualities to help your clients?

What do friends and family come to you for? What are you REALLY great at?
How can you help your ideal client with these things?
What else makes you unique, special and AMAZING? And how will your community benefit from YOU?