



Find your Soul purpose
and share it with the world.

Worksheet

What/ who are you?

What are you offering?
Who are you offering it to?

Target Audience:-

- Who are your existing audience?
- Who are your desired audience?
- How does it differ?
- Name your audience.
- Put yourselves in their shoes.
- Why should they be interested in you?
- Over anyone else?

Positioning:-

- How are you perceived currently?
- How would you like to be perceived?.
- How does it differ?

Soul / Sole Purpose:-

What unique truth can you offer
that's relevant to your desired audience?

Mission:-

Why are you doing this?
What compels you to continue?
What does your soul yearn to express / share?
Is it in keeping with your project?
What are the similarities? - What are the differences?

Competitors

Who are your competitors?
Who is doing something similar to you?
How can you make what you are doing
different from your competitors

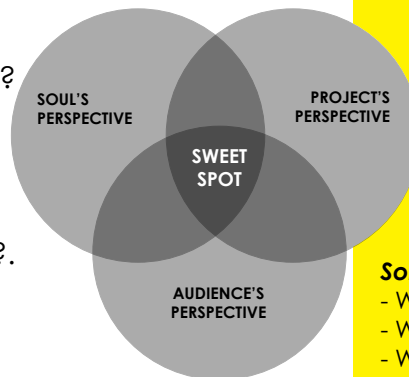
What's your tone of voice?

The look and feel.

Media: Where do you see your business being.
on what? Where, how. Any variations?

Judging the message/ logo:

Will your audience notice it
Will they understand it
Will they react accordingly.)



Exercise 1 - the elevator pitch.

(imagine you are in an elevator and have one sentence to
promote your project to the person in there with you.)

Exercise 2: Role playing.

(in pairs one of you be the audience and in character - describe
your likes & dislikes what you read, hobbies passions etc..The other
person then pitches their project, company to the 'audience' who
gives their response in character)

Exercise 3: Finding the sweet spot.

Draw 3 circles, title them
1. SOUL'S PERSPECTIVE
2. PROJECT'S PERSPECTIVE
3. AUDIENCE'S PERSPECTIVE

Answer a question with each circle's
perspective in mind.
Where similar answers intersect
is the sweet spot.

Some sample questions-

- What needs are you fulfilling.
- What do you have to share?
- What compels you to do this?
- List the motives that drive you.
- How do you make it unique?
- What makes it relevant?

Exercise 4: Collage/Visioning exercise.

(Either do this as a mental visualization,
or create a collage.)

- In 5yrs -
Who, what, how & where would
you like to be?
- How would you grow?
- What would it look like?
- Who would be your audience?
- What would you be proud of?

Exercise 5. Look and Feel

Provide some imagery and words:

-Look at the opposites & where they meet.

Think of colors & feelings

- Hot cold, warm.
- Earth, air, wind, fire
- A combination?.

-If you were music? An animal.. what?
-If you were at a party who you would be?
what impression would you leave ?