

WELCOME TO YOUR DEFINITION PROCESS!

What's a Definition, anyway? It's a special offering I created that blends Brand Positioning with Soulful Insight to reveal your Brand Essence – a celebration of your incredible significance.

You can use the Definition to inspire your content.

Or for an outside perspective.

Or simply to remind yourself of your important contribution to a world that needs you.

Define.

"Jennifer bridges the physical, metaphysical, spiritual, & practical."

THE QUESTIONNAIRE

The process starts with a short but meaningful questionnaire to highlight why you founded your business – the roots of your entrepreneurship, and the joyful path you are on.

A DEEP DIVE

We'll schedule a call to go a bit deeper. So wear cozy socks and pour yourself a cup of tea. As you share your accomplishments, ideas, and goals with me, I'll be listening for buried words below the surface, waiting to be uncovered.

SOUL NOTES

Before writing anything, I'll spend time in my head. Call it channeling, meditation, or daydreaming. I see images that will guide your Definition. I can't put it into words (ironic, I know), but it helps me picture your Higher Self and understand how your business aligns with your soul. I jot these thoughts down and present them to you with your Definition.

YOUR DEFINITION & VISION BOARD

I'll capture images that relate to your Soul Notes in a vision board that, in turn, helps me formulate the words of your Definition. These words appear in my mind in simple, clear, powerful, and inspiring language – that's the magic part. Like hiring a great photographer for a new portrait, your Definition will truly reflect you, your talent, your conviction, but in a new light.

"A scribe for my soul." "Shining a light on what is truly in my heart and soul." "Joyful."

"Magical." "Clever." "Refreshing." "Insightful."

