

# 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."

