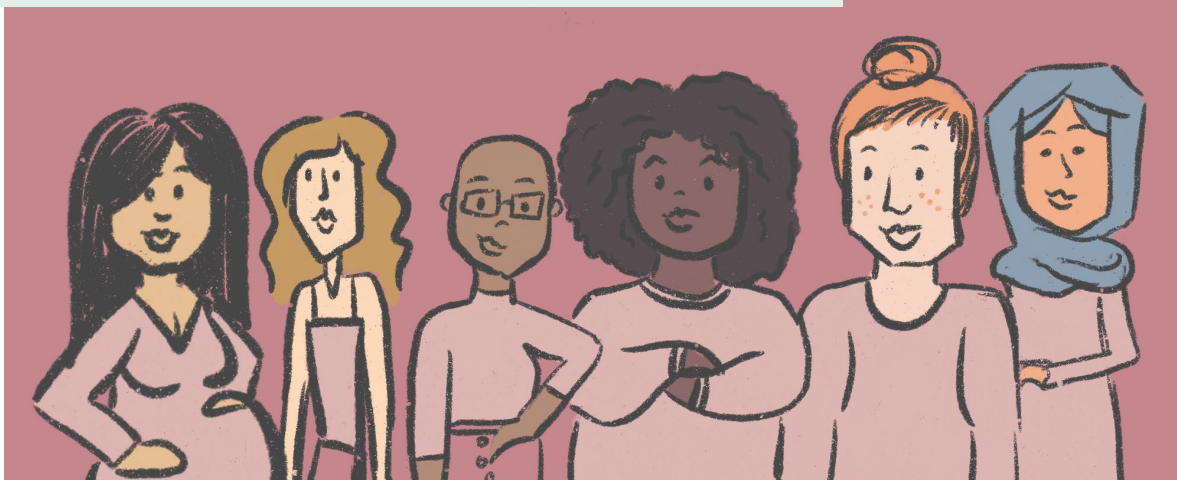


HOW CAN YOU
WRAP IT SO THE
EXPERIENCE STARTS
RIGHT WHEN THEY SEE IT?



You're so over the body shaming, the inequity, the sweeping aside of mothers, the debilitating hustle, and the fear of anything "different."



Be Brave

I am sooo happy that you are here. Ready to create your vibe and get your dream and message out into the world. Remember the first time you thought,

"HOW DID I NOT KNOW ABOUT THIS?! WHY DOESN'T EVERYONE KNOW THIS!?!?"

I KNOW you know. I see you hold space for your clients everyday. You listen and deeply love their raw and true selves, while a deep fire burns in your heart as you hear them talk about the pain of not feeling worthy.

And you were once in their shoes, living deep in your future industry's lies. When reality sunk in and the moment called you unleashed your inner Mama Bear on that B.S. You dove head first into the business world to shut down the money-making guilt machine and plant seeds of hope and power in the hearts of your clients.

Because you know the truth.

You're so over the body shaming, the inequity, the sweeping aside of mothers, the debilitating hustle, and the fear of anything "different."

The world needs to heal, and you know how to do it. I'm here to run with you, screaming from the mountaintops, uncovering the love and truth in people and setting the record straight, so your tribe can heal, so your industry can shine and so the world can be a less scary place to live.

LET'S BRING YOUR MISSION TO LIFE.

Ready to take down the beast together?

Laura M

LAURA MATTESON

ILLUSTRATOR & CREATIVE DIRECTOR

Lesson One



"Clarify what you are for,
not against.

This is your true power."

- Annie Zalezsak

**It all starts with self discovery. Why
start there, why not start with colors?**

Because if you create a vibe that YOU
cannot deliver on, your brand will not last
and you'll be changing your look every year.

It's time to visualize your dream business owner self.

Your coaching and education business is built around you. You're the one people want to learn from and meet with. So even if you plan to extend your team later on down the road, it starts with what you want your life to look like and where your business falls in that vision.

This exercise is a helpful tool to ground you in your own personal vibe. This is what people will experience when they are with you and therefore should be baked into your foundational brand visuals.

There's space to journal through these prompts on the next page:

What is your goal/intention for this course?

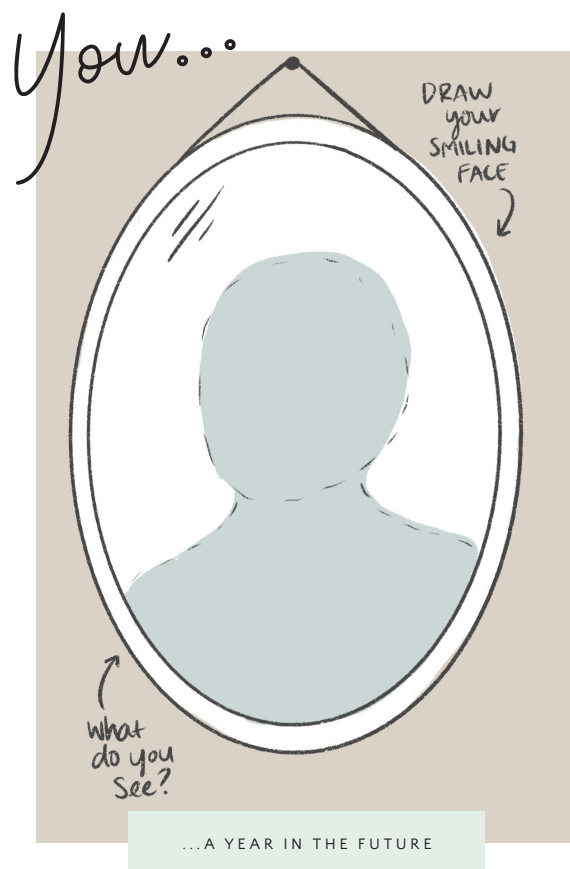
What would you like to see happen after you've seen your ideas laid out in front of you and have the tools to make it happen?

How many years have you been in business?

What is your ultimate goal with your current business? Why did you start it?

What kind of people would you love to help?

How do you want people to feel when they interact with your business?



Are there pieces of your business that you don't enjoy doing?

What parts of your business light you up and bring you joy?

What sets you apart? (pst! It's the value, how you share your message, and deliver an experience, etc)

What value does your business uphold? (check the value kit for examples)

If those Values were to purchase your offering, what would they want in it?

What kind of person values that same thing and would fit in this narrative as someone you'd want to work with? Does it match who you said you wanted to work with?



What was your favorite creative project in your life? Do you enjoy creative projects?

Think about how you feel about creating, designing and making visuals. Write out your feelings, how your body feels when you think about creating your own designs. It's important to stay aware of how your body reacts to being creative. Maybe someone told you, you weren't creative and you believed it. Maybe you've had a hard time setting up something on tech before and that's still sticking with you.

When you go into this work it will help you to be self aware of your thoughts & feelings around design. If this is too triggering for you then it would be a good move for you to outsource this until you've worked through it or to work in small bits at a time and set a reward for each piece you complete. There is no shame in either. (If you decide to outsource you can ask for a refund on this program, no hard feelings, it's more important to me that we be honest here about our abilities and capacity to create in this season).

Can people easily describe what you do?

What is your most popular offering (or intended offering)?

What do your current clients love most about your business (or idea)?

Where do clients/customers find you?

What do people (direct) message you about the most?

Do you have any ideas already for what you want your vibe to look like?

Brain dump those here. These predetermined ideas may hinder you in actually creating the vibe your audience needs in order to help them feel like they belong. Your ideas may be coming from your intuition so we don't want to forget them and so brain dumping them will be the most helpful way to clear your mind of clutter and be able to refer back to these ideas later.

Check in with any feelings that have come up so far? Any fears? Any excitement? Write those down on the page to the right >>

It's time
for Reflection

Feel free to grab a journal or a napkin to work through these prompts more.
You can always come back to them when your business feels out of alignment.

