

## COURSE SYLLABUS

### “GROWING A PURPOSEFUL BUSINESS FROM YOUR HEART, SOUL & SPIRIT” – By Zora Annamaria

*‘Endeavor on Your Heroine’s Healing Journey to Discover Your Whole Self—the Heart & Soul of Your Brand—and Integrate Your Authentic Self with the Connecting Spirit of Your Brand Identity’*

Summary: A Holistic Business Course for the Multi-Passionate Creatress Aspiring to Grow a Purposeful, Heart-Centered Brand Through a Path of Self-Discovery, Healing, and Connection

#### MAIN MILESTONES:

##### STAGE I

The Wanderesses

Archetype Acts/Sections: 0-II

WEEK 1: Discover Your Multifaceted Archetype Identity Via Your Heroine’s Healing Journey

##### STAGE II

The Empoweresses

Archetype Acts/Sections: III-V

WEEK 2: Cultivate Your Brand Story & Identity Through Your Connecting Heroine’s Story

##### STAGE III

The Manifestresses

Archetype Acts/Sections: VI-VIII

WEEK 3: Manifest, Create & Launch Your Brand Vision to Turn Passion to Purposeful Business

##### STAGE IV

The Connectresses

Archetype Acts/Sections: IX-XII

WEEK 4: Share, Connect & Grow Alongside Your Purposeful Passion Project

#### COURSE SECTIONS/ACTS

(Parallel the Heroine’s Healing Journey):

Section/Act 0: Innocent:	Persephone, Kore
Section/Act I: Everywoman:	Persephone, Maiden
Section/Act II: Explorer:	Artemis, Goddess of Hunt
Section/Act III: Heroine:	Artemis, Protector of Children & Animals
Section/Act IV: Ruler:	Hera, Goddess of Heirs, Kings & Empires
Section/Act V: Sage:	Athena, Goddess of Civilization
Section/Act VI: Outlaw:	Persephone, Queen of the Underworld
Section/Act VII: Magician:	Hestia, Goddess of Hearth & Home
Section/Act VIII: Creator:	Aphrodite, Goddess of Beauty
Section/Act IX: Caregiver:	Demeter, Goddess of Harvest & Fertility
Section/Act X: Alchemical/Lover:	Aphrodite, Goddess of Love & Beauty
Section/Act XI: The Integrated Goddess:	Persephone: Kore, Maiden, & Crone
Section/Act XII: The Interconnectress:	The Great Mother

## COURSE OUTLINE

### STAGE I: DISCOVER YOUR MULTIFACETED ARCHETYPE IDENTITY VIA YOUR HEROINE'S HEALING JOURNEY

0. WELCOME (with Persephone, Kore)
  - A. Overview & Welcome Video
  - B. Course Introduction
  - C. About Me: Your Guide & Confidant
  - D. Diaphanaeity's Garden: Mission & Behind the Name
  - E. Course Syllabus, Milestones & FAQ
  - F. Act 0: Bon Voyage from Kore
  - G. Kore's Poem & Enchanted Gardens
  - H. Cultivate: Helpful Resources to Get Started (Download)
  - I. Assess: Student Survey
  - J. Connect: Say Hello!
  
- I. EMBARKING ON YOUR HEROINE'S JOURNEY OF SELF-DISCOVERY VIA ARCHETYPE IDENTITIES (with Persephone, Maiden)
  - A. Reflective Exercise on Identity: Who Are YOU?
  - B. Exploration of 'Self,' Identity, and Your Authentic Purpose
  - C. Goddess Archetype Identities Introduced & Archetype Wheel
  - D. Meet the Goddesses Within: Vulnerable, Virgin & Alchemical (Download)
  - E. Heroine's Journey Introduction: Your Unique Path to Individuation
  - F. Persephone's Archetype Identity: Shaped by the Collective Unconscious
  - G. Creative Flow of the Present: Self vs. Ego & Advice from Persephone
  - H. Grow: Goddess Archetype Identities Booklet & Worksheets (Download)
  - I. Assess: Which Goddess Archetype Are You? (Quiz Download)
  - J. Connect: Goddess Archetypes Reflective Prompts
  
- II. MAPPING YOUR HEROINE'S HEALING JOURNEY TO CONNECTION (with Artemis, Explorer)
  - A. The Healing Heroine: An Uphill Journey to Our Core (Exploring with Artemis)
  - B. Heroine's Healing Journey: Goddess Groups, Archetypal Motives & Healing Stages
  - C. Cultivating Your Unique Strengths, Innate Gifts & Healing Modalities
  - D. Chakras & Bridge to Our Authentic Purpose: 7 Chakras / 7 Goddesses
  - E. Connecting Nature's Elements to Harmony & Healing: An Ancient Perspective
  - F. Heroine's Defensive Armors & Healing Approaches: Fight, Flight, Freeze, Fawn & Beyond
  - G. Needs of the Creative: Dissolving the Heart/Mind Divide—A Taoist & Rosy View
  - H. Grow: Heroine's Healing Journey Booklet & Worksheets (Download)
  - I. Assess: What Are Your Defenses & Creative Healing Modalities? (Quiz Download)
  - J. Connect: Map Out & Share Your Unique Heroine's Healing Journey

### STAGE II: CULTIVATE YOUR BRAND STORY & IDENTITY THROUGH YOUR CONNECTING HEROINE'S STORY

- III. SETTING THE STAGE FOR YOUR BRAND STORY (with Artemis, Heroine)
  - A. Self & Spirit: Your Inner-Heroine's Connection to Her Brand Story & Community
  - B. Integrating Creativity, Trauma, and Purpose Through Multimedia Storytelling
  - C. Practicing Mindfulness of Synchronicities for Creativity
  - D. Your Dream Passion Project: Reflective Exercise (Brainstorming Via Words)

- E. Branding from Your Heart, Soul & Spirit: Via a Heart-Centered, Purposeful Lens
- F. Know Thy True Shades: Integrating Your Whole Self Within Your Authentic Brand
- G. Connecting Your Heroine's Story to Your Brand Story
- H. Grow: Multifaceted Archetypes & The Integrated Goddess Within
- I. Ponder: Reflective Exercises in Healing and Connection
- J. Reflect & Connect: What are Your Favorite Creative Narrative Writings?

IV. CLARIFYING & CULTIVATING YOUR BRAND IDENTITY (with Hera, Ruler)

- A. Planning from a Bird's Eye View: Brand Visualization Map
- B. Identifying Your Brand Archetype Identity
- C. Inbound Methodology: Humane & Holistic Practices
- D. Buyer Persona & Journey: Audience Psychographics
- E. Foundational Elements of Brand Identity
- F. Coming Up with Your Unique Brand Name
- G. Grow: Brand Identity Guidelines Booklet & Worksheets (Download)
- H. Assess: Which Brand Identities Resonate Most with Your Vision? (Worksheets)
- I. Connect: Share Your Completed Worksheets for Feedback

V. PLANNING & PUTTING THE PIECES TOGETHER (with Athena, Sage)

- A. Laying the Foundation for Your Business & Strategic Advice from Athena
- B. From Vision to Strategy: Your Brand Name: Branding & Legal Perspectives
- C. Cultivating a Growth-Oriented Mindset
- D. Setting SMART Business Goals
- E. Orchestrating Your Launch Plan
- F. Validating Your Ideas
- G. Normalizing Your Fears
- H. Reflect and Share

**STAGE III: MANIFEST, CREATE & EXECUTE YOUR BRAND VISION TO TURN PASSION TO PURPOSEFUL BUSINESS**

VI. DARE TO DESCEND & DREAM (with Persephone, Queen)

- A. Your Dream Passion Project: Brand Visualization Exercise (Dare to Dream)
- B. The Descent: Embracing the Dark to Reveal Your Core (Via Fearless Imagination)
- C. Befriending Your Shadow and Finding Light Within the Dark
- D. Healing Re-Visited: Inner-Child Work & Shadow-Play
- E. Creative Writing & Narrative Reframing Exercises for Healing
- F. Dancer In the Dark: Somatic Therapies & More – From Mind to Body
- G. Inspiration: From Within & Outside
- H. Heal: Harnessing Persephone's Gifts & Healing Modalities
- I. Grow: Spotlight on Persephone: Archetype to Brand Development
- J. Reflect & Connect: What Sensory Aesthetics Can You Visualize for Your Brand?

VII. MESSY & MAGICAL MANIFESTATION (with Hestia, Magician)

- A. Working Backwards and from Your Creative 'Subconscious'
- B. The Creative Value of Mysticism & Fiction
- C. Having Fun with Your Mood Board
- D. What Your Brand Thinks, Feels & Experiences
- E. Typography & Implied Meaning of Goddess Archetypes

- F. How Your Brand’s Mood Is Shaped (Colors, Fonts, Textures, Oh My)
- G. Integrating Multiple Brand Archetypes as One (Goddess Groups)
- H. Grow: Brand Archetype Wheel (Download)
- I. Connect: Share Your Completed Brand Identity

VIII. LEAD & SHINE: CREATING & CUSTOMIZING YOUR BRAND IDENTITY (with Aphrodite, Creator)

- A. Overview of Brand Identity Packages
- B. Choosing & Downloading Your Pre-Branded Theme (Link)
- C. Creating & Customizing Your Brand Identity (Tutorials)
- D. Leap, Lead, & Shine: Normalizing Impostor Syndrome
- E. The Courage to Be You
- F. Launching Your Brilliance

STAGE IV: SHARE, CONNECT & GROW ALONGSIDE YOUR PURPOSEFUL PASSION PROJECT

IX. NOURISHING YOUR CELLS TO NURTURING YOUR SOUL (with Demeter, Caregiver)

- A. Balancing Burnout & Disconnectedness in Creatives
- B. Cultivating Self-Acceptance Throughout Journey
- C. Belief in Self & Higher Purpose
- D. How to Not Fail: Remembering Your Why
- E. Nourishing Your Cells to Self
- F. Growing from Your Heart
- G. Cultivating Your Mind and Linking to Your Heart
- H. Nurturing Your Soul
- I. Connecting Your Spirit: Harmony of Community & Nature

X. GROWING THE HEART-CENTERED WAY (with Aphrodite, Lover)

- A. Congratulate Yourself
- B. Impactful Content Strategies in Copy & Design
- C. Most Effective Ways to Grow Your Brand & Audience
- D. Tips & Tricks of Digital Marketing
- E. Recommended Tools of the Trade
- F. Inspirational Quotes from Creative Artists & Healers
- G. Handy Dandy Resource Guide (Download)
- H. Things I Wish I Knew in the Beginning & Hadn’t Forgotten

XI. HEARTFELT MESSAGES FROM THE INTEGRATED GODDESSES

- A. Harnessing Your Imaginative Spirit from My Inner-Persephone
- B. A Little Love from My Inner-Aphrodite
- C. Wisdoms & Light from My Inner-Hestia
- D. Empowerment from My Inner-Hera
- E. Strategic Advice from My Inner-Athena
- F. The Power of Freedom and Choice from My Inner-Artemis
- G. Grounding Yourself Through Uncertain Times from Demeter
- H. Wholeness & Acceptance
- I. Connect & Share: What is Your Advice as an ‘Integrated Goddess?’ :)

XII. BON RETOUR: THE INTERCONNECTRESS

- A. Connect With Like-Hearted Soul Sisters
- B. Share Your Passion Project
- C. Connect With Me Here
- D. Organizations to Join
- E. Scholarships & Donations
- F. Course Feedback: Survey
- G. Well-Wishes :)

MILESTONES & OBJECTIVES:

STAGE I

The Wanderesses

Archetype Acts/Sections: 0-II

WEEK 1: Discover Your Multifaceted Archetype Identity Via Your Heroine's Healing Journey

Objectives:

- Identify your top Goddess Archetype identities.
- Assess your primary defenses and creative healing modalities.
- Connect your personal narrative with your unique Heroine's Healing Journey.

STAGE II

The Empoweresses

Archetype Acts/Sections: III-V

WEEK 2: Cultivate Your Brand Story & Identity Through Your Connecting Heroine's Story

Objectives:

- Identify your innermost values, mission, and purpose.
- Assess which Goddesses you can connect with your brand story and identity.
- Connect your authentic voice and guiding principles with your brand's heart, soul & spirit.

STAGE III

The Manifestresses

Archetype Acts/Sections: VI-VIII

WEEK 3: Manifest, Create & Launch Your Brand Vision to Turn Passions to Purposeful Business

Objectives:

- Assess your subconscious and conscious attractions and connect with your integrated Goddess.
- Identify your brand's creative elements (type, colors, graphics, etc.) and refine your messaging.
- Create your unique brand identity and website with the help of my 'starter' kits.

STAGE IV

The Connectresses

Archetype Acts/Sections: IX-XII

WEEK 4: Share, Connect & Grow Alongside Your Purposeful Passion Project

Objectives:

- Share your passion projects with one another.
- Cultivate self-acceptance through shared wisdoms, empathy, and guidance.
- Connect with like-hearted soul sisters to foster growth and to stay in touch.

### Course Highlights & Differentiators:

- Takes a holistic, heart-centered approach to teaching business practices, including foundational elements of strategic planning, branding, and marketing.
- Believes in showing rather than merely telling—with core teachings communicated and illustrated through a creative, interactive, and artistic lens.
- Integrates and prioritizes inner healing, self-discovery, and authentic purpose—and applies these concepts to the heart of brand identity formation.
- Elucidates ways in which to work with the core strengths and shadow aspects of mythological archetypes used in psychology and marketing, including their integration into the creative process of branding.
- Encourages exploration, normalization, and acceptance of fears, challenges, and struggles unique to female creatives while aiding in the transformation of these very vulnerabilities via reframing and channeling.
- Merges concepts from various disciplines to help creatives understand the importance of approaching business and well-being from a broad, interconnected lens, since wealth and health are not mutually exclusive.

### Frequently Asked Questions:

- Why should I take this course over other courses out there?

I approach branding and business practices from an integrative lens of healing, self-discovery, and creativity to suit artistic hearts & souls. It is my hope that through education and exploration via clarity exercises, worksheets, and inspiration, you will grow alongside your brand.

- Will I have access to the entire course all at once?

There are 12 sections ('acts') total divided into 4 stages (milestones). The modules are released as 'drip content' with access to each stage (containing 3 sections) on a weekly basis. Early-bird buyers will be notified immediately as the course is released in its entirety.

- How long will it take to complete the modules?

You may proceed at your own pace, but I recommend giving each stage (3 sections) one week, so about one month total.

- What will I walk away with at the end?

You will gain a much better understanding of who you are and how to identify your brand with clarity. All of the exercises and booklets in archetypal-discovery, healing, and brand identity formation will help you to launch a business founded on purpose. Beautiful, pre-branded, and ready-to-edit website themes with tutorials are included as a package deal.

- What is your refund policy?

Due to the vast amount of content and value, I am unable to provide refunds at this time. That said, I may reconsider on a case-by-case basis. Please reach out for any questions or concerns.

- What kind of support comes with the course?

You can email me for any and all questions. For the website themes, I am available to answer any technical questions but WordPress, Elementor and whatever hosting provider you end up choosing will also be your best bet. If you would like to hire me for personalized services (website customization), please feel free to reach out.

- How long can I access course updates?

You will have access to course updates for one year upon purchase.

Contact Me:

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