SACRED CREATORS

BIZ, BRANDING & MAGIC WEEK 1

FIND YOUR Power words

with

Chris-Anne

CHRIS-ANNE.COM

DRAWING OUT YOUR BRAND'S *Power Words*

PINTEREST BOARD 1

What do your Pinterest soulboard images look like? What common colors, textures or themes do you see? Come up with a list of words that describe your board, and how your future brand will *look*.
(Examples: turquoise, warm, earthy, geometric, etc.)

FUTURE-BRAND MEDITATION 2

How did you future self make you feel during last week's meditation? What is your future self like? What feelings were uncovered during the meditation, how do you want to *feel* in your future brand?
(Examples: luminous, inspired, empowered, etc.)

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Are there similarities between your brand **look** and your brand **feel?** (Columns 1 & 2)?

How do **you** want to feel in your brand?

The last part of this exercise meant to expand your brand's vocabulary. Pick your favorite words from your lists on the previous page and write them below. Add any other words you'd like to include now.

Look them up at *thesaurus.com*. Search for synonyms or other words that you could use to describe your brand and the feelings that you want your future brand to convey.

When you are done, you will have a full set of adjectives and power words that you can use in your marketing. You will also have a set of guidelines that will help you as you create your soulboard.

MY BRAND'S TOP WORDS

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Welcome Expansiveness

THESAURUS.COM WORD EXPANSION

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