

WHO ARE YOU?

When it comes to building a life and business we love and working with our soulmate clients that we want and enjoy to work with it's important that we have a deep understanding and acceptance of who we are and that we put that out into the world online so that our people can notice us and be drawn to us.

Without awareness of who you are, and without embracing it and expressing it fully, you can't create that special energy that draws your ideal people to you.

So I realize this can sound scary but one of the best things you can do to ensure not just your financial success in your business, but also loving your business, is tapping into that uniqueness and allowing yourself to express it.

It's about letting yourself put the masks down that you may have been wearing in order to feel accepted down. Any walls that you've built up trying to protect yourself over the years and avoid feeling rejected or shunned must be torn down because it is these very qualities that stand you apart from the rest.

The world needs to see YOU. And before the world can see you, YOU need to see you.

We are going to take some time now to help you uncover those parts about yourself that you've perhaps been hiding or dimming down. Oftentimes the things that are so special about us are the very things we started learning to hide in our childhood to protect us from criticism and rejection. It's time to rediscover and embrace our whole selves again.

Here are some prompts to help you dig into the deeper essence of who you are. Don't overthink any of this and don't hold back. There is no judgement here.

- **The things I find most random and quirky about myself are....**
- **The things about myself that make me most self conscious are...**
(You can consider, but don't limit yourself to, things such as your physical or personality attributes, your beliefs, how opinions and views about things, things about yourself you hide etc.)
- **When I get really riled up I'm usually wanting to rant about...**
(Consider your industry, your perspectives, things you talk about behind closed doors)
- **When I'm at my most relaxed I...**
(How you behave, how you show up, how you feel, who you are, what you believe)

I want you to understand that one of the most important factors in attracting clients and getting sales isn't just what you offer. One of your biggest selling points is YOU. It's you that will draw them most of all.

Allowing yourself to be vulnerable and be known and be seen is what creates a deeper connection with the RIGHT people that you want to be bringing into your business. The fluff, the pretences, the facade don't matter. In fact in the long run they will harm your business. People want to feel connected to you.

I find one of the most helpful ways to embrace that for yourself is to really think about it from the other side, from the customer/client perspective, and how this has been experienced for you from the other side. Think about those people that you are really drawn to and why. You'll see that it's not their perfection that attracted you. It's THEM.

Who are some online business owners or influencers you're really drawn to? What is it that you feel draws you to them?

This is what you want for yourself so you can build a business filled with work that you love with people you love working with.

So now that you've done that I'd like you to really embrace it and claim it for yourself. Write out some statements for yourself that really embody who you are and how you do business.

Some examples are:

In my business I only do the things that I most desire to do.

My dream clients are magnetically drawn to me and can't wait to work with me.

Every client I work with is...

In my business I...

I make \$_____ in my business by being me and doing what I love.

I show up and share my truth by...

Just let it flow.

I NOW CLAIM...