



Find your Soul purpose  
and share it with the world.

# Worksheet

## What/ who are you?

What are you offering?  
Who are you offering it to?

## Target Audience:-

- Who are your existing audience?
- Who are your desired audience?
- How does it differ?
- Name your audience.
- Put yourselves in their shoes.
- Why should they be interested in you?
- Over anyone else?

## Positioning:-

- How are you perceived currently?
- How would you like to be perceived?.
- How does it differ?

## Soul / Sole Purpose:-

What unique truth can you offer  
that's relevant to your desired audience?

## Mission:-

Why are you doing this?  
What compels you to continue?  
What does your soul yearn to express / share?  
Is it in keeping with your project?  
What are the similarities? - What are the differences?

## Competitors

Who are your competitors?  
Who is doing something similar to you?  
How can you make what you are doing  
different from your competitors

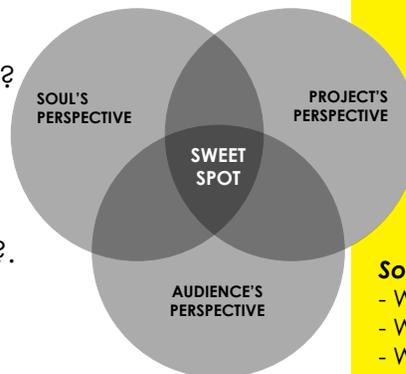
## What's your tone of voice?

The look and feel.

**Media:** Where do you see your business being.  
on what? Where, how. Any variations?

## Judging the message/ logo:

Will your audience notice it  
Will they understand it  
Will they react accordingly.)



## Exercise 1 - the elevator pitch.

(imagine you are in an elevator and have one sentence to  
promote your project to the person in there with you.)

## Exercise 2: Role playing.

(in pairs one of you be the audience and in character - describe  
your likes & dislikes what you read, hobbies passions etc..The other  
person then pitches their project, company to the 'audience' who  
gives their response in character )

## Exercise 3: Finding the sweet spot.

Draw 3 circles, title them  
1. SOUL'S PERSPECTIVE  
2. PROJECT'S PERSPECTIVE  
3. AUDIENCE'S PERSPECTIVE

Answer a question with each circle's  
perspective in mind.  
Where similar answers intersect  
is the sweet spot.

## Some sample questions-

- What needs are you fulfilling.
- What do you have to share?
- What compels you to do this?
- List the motives that drive you.
- How do you make it unique?
- What makes it relevant?

## Exercise 4: Collage/Visioning exercise.

(Either do this as a mental visualization,  
or create a collage.)

- In 5yrs -  
Who, what, how & where would  
you like to be?
- How would you grow?
- What would it look like?
- Who would be your audience?
- What would you be proud of?

## Exercise 5. Look and Feel

Provide some imagery and words:

-Look at the opposites & where they meet.

Think of colors & feelings

- Hot cold, warm.
- Earth, air, wind, fire
- A combination?.

-If you were music? An animal.. what?  
-If you were at a party who you would be?  
what impression would you leave ?