



How to Increase Your Success By Amping Your Purpose

For Creative Professionals, Entrepreneurs, & Leaders [CHEATSHEET]

○ Your “W-Card”

What do you do and why do you do it? Is your clarity so clear that if a stranger or a 9-yr old child asked, you could tell them? Is your why so inspiring and compelling that you would continue to do it rain or shine? Hold your **What and Why Card** next to your heart and remember it well!

○ Mission, Vision, and Your People

Clarify your mission and vision in 1-2 sentences each. Surround yourself with your tribe: like-minded people who are up to similar things and who are supportive of you - not demoting of you.

○ Money Mindset and Inner Game

Okay so we really need to have a conversation around this because 8 out of 10 creatives, modest business owners, and do-gooder change agents have issues around this topic: What's your current relationship with money like? Is it a healthy relationship? Notice your current mindset around money and its impact on the results you're getting. Are there limiting beliefs and behaviors holding you back from creating what you really want? How long have you been holding on to these beliefs? Are they serving your highest good? Forreal now — Be really honest with yourself.

○ Branding & Your Brand Personality

How do you want others to perceive you, your creativity, your services, your business? Gain clarity on what exactly you want your business and brand to be known for - how you want others to start connecting with your name. Think about a theme song, colors, and the general feeling people get when thinking about you.

Create a consistent branded message. Maintain a consistent schedule to put yourself out there. The Universe wants to be reminded! Pick one (not a ton) social media outlet to be engaged in. Be consistent. Keep showing up, even if you don't get the results you want after 3, 5, 10, and 15 tries. Apply your learnings and evolve! Remember: Patience pays!

○ Your Audience / Tribe / Clients

Who do you want to serve? Who regularly hires you?
Who is currently - and continues - to seek you out?
Where do you want to shine? Where can you shine your creative light and have the greatest impact?
Where could your expertise be leveraged with a particular audience who will love you and appreciate you for it?

○ Gift Give-Away

How does someone who's never met you get to know you and what you're about? Oftentimes, offering a free gift with value, is a way to share a piece of yourself with someone who's just starting to get to know you, and for those who already know you - it strengthens your sphere of influence.

Examples:

- The famous Mrs. Field's cookies uses smell and taste to attract her customers, specifically with yummy, fresh-out-of-the-oven cookie samples to give away when you walk by (*Omg, Sold! I love cookies!*)
- A DoTerra or Young Living Essential Oils distributor might give out free oil samples in a yoga class or at a tupperware party.
- A Massage Therapist might rely on clients to be their walking advertisements and reward them for referrals.
- A painter might partner up with someone like a business or charity to do a private showing or artist talk with music, wine, and cheese.
- A yoga teacher might offer a free yoga class in the park.
- Someone in the healing arts might do a monthly introductory healing session for the community, maybe with a potluck. Or maybe 15-minute healing samples with a free 30-minute consultation to answer questions.
- A musician might offer a free download to a song in their newest CD or create a music video to debut their album!
- A DJ might do a guest appearance and create a “smashup” and distribute it widely, or a music video showing a lot of people dancing.
- A dance troupe, actor, or singer might give out free or discounted tickets to their upcoming performance, offer a class, or give people a taste of their talent with 20-second Instagram feeds, TikTok, or YouTube videos.

○ Work Your Secret Sauce

Get clear with your niche / specialization. Get to know your market as well as your competition (those offering a similar service). What makes you unique and why would someone choose to work with you over someone else? Your uniqueness is your secret sauce.

Your Growth is Unending. Keep Learning!

If you want to see consistent results and higher returns from your creative efforts and services, the key is to keep learning, moving, experimenting, growing your inner game (mindset), strengthening your knowledge of both the art and business of your craft, and taking key actions.

Go to the library (it's free!), bookstore, or google everything you can in your field, including branding, marketing, accounting, running a business, and going after your dream. Network and find mentors! Consider hiring an expert who will help you cut your learning curve — someone who'll hold you accountable, support you to break through blocks, someone who will coach you to create from a powerful and authentic place, who'll help you accelerate your results, and who's 100% dedicated to your success!

Words of Wisdom:

“When you invest in yourself by doing what it takes to grow and succeed - others will invest in you.”



Liza F. Camba (Sat-Akal) is a Certified Neuroscience Coach and the creator of **THE PURPOSE**, Liza's signature mind-blowing program that helps creative professionals, entrepreneurs, and leaders upgrade their brains and their entire lives. For more info and to book your complimentary consultation, go to

TheSacredYes.com