

WORK

BE YOU NOW

DRIVE



THRIVE

URSULA KELLY

PERSONAL BRAND COACH + CONTENT CREATOR

BOOK

LET'S
GO!

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SECTION TWO

THRIVE



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WE WILL GO INTO EACH OF THE FOLLOWING
IN DETAIL IN THE NEXT SESSIONS

THRIVE RESULTS

T

TRANSFORMATION

What's the transformation that's happened in your life? What's your mess to message? Life lessons learned? What's your story? What's your know like and trust factor?

H

HOW

How do you work with your clients? 1:1 workshops, trainings, face to face, online? What's your signature offering?

R

RAVING FANS

Who loves you? Who is singing your praises right now and what are they saying? What do your testimonials look like?

I

IDEAL CLIENT

Who are they? What do they look like? What's their problem? What do they enjoy? What do they want their life to look like?

V

VISUALS

What visuals are you going to create that speak to your ideal client (videos, vlogs, photos, lives etc)? Are you going to have your own content or use stock images? Where is your ideal client go to be inspired? How will you tell the story of you + your brand?

E

ELEVATE

Elevate yourself and your brand. You are the expert! so let's celebrate and share your achievements.

BE YOU NOW

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What's your story?

TRANSFORMATION



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“Vulnerability
+
Visibility
=
Authenticity .”

Ursula Kelly

TRANSFORMATION

Ok so here it is, you're gonna tell the world, well maybe not the world.

Maybe just one person to start. Why you care so much about what you do?

How has what you do or why you do it transformed your life? Where have you been?

What have you seen that may encourage people to work with you?

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TRANSFORMATION

What's your message? Why do you care?

What makes you an expert? Why should someone listen to you?

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If you struggle with
calling yourself an
expert, here's the
definition



"A person who is
very knowledgeable
about or skillful in a
particular area"

Oxford Dictionary

TRANSFORMATION

These different chapters in your life may be positive or negative but it is the wisdom that you have gained that is important here.



TRANSFORMATION

How do you know that what you do matters? What valuable lessons have you learned from all your experiences?

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TRANSFORMATION

Write down your journey and how you ended up right here, today,

Add extra pages if needed. Don't leave out anything important.

Go as deep as you can.

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TRANSFORMATION

Now think about how you can use all your unique experiences and wisdom to help others. Being honest is how you can develop your know, like, and trust factor. Write a list of ways you can apply your knowledge and learning to your business and to your clients (add extra pages if needed)

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TRANSFORMATION

From this copy, the content for your sales page, your social media posts, your Facebook groups will become much clearer. Go deep, write as much as you can about your story get visible in your D+T group, and share.

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LET'S
GO!

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WELL DONE

TRANSFORMATION



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