



# Becoming Magnetic

**A Soulpreneur's Guide to Branding**



## **Are you a spiritually motivated entrepreneur?**

Want to create a life you love, achieve financial freedom, and make a difference in the world?

If you said yes, then my friend, you're a Soulpreneur.

And, being a Soulpreneur is not easy. You need to wear many hats, and accomplish a variety of tasks, each and every day.

As you embrace new tasks, new challenges emerge, that require you to grow. Not just in skillset, but personal growth, at a deep level.

Where you know, the key to your success is not just in mastering new methods, incorporating best practices or learning new applications. The real key to your success believing in yourself.

This is why developing a growth mindset is essential. To attract the right audience, and build your brand.

**“Your brand is the single most  
important investment you can  
make in your business.”**

**— Steve Forbes, Forbes Magazine**



## **The first thing to know is, your brand starts with you!**

Your brand is an extension of you. In fact branding is a practice of self discovery and transformation. As it forms the foundation of your business. And this foundation starts with your intention.

Building an authentic brand requires you to discover and reveal the essence of who you are and what you want. And you when can build your brand from the inside out, you give form to your intention.

Branding provides definition and clarity around your mission, and your values. It helps you have greater vision to shape the future, and also develop your inner creator. The intuitive, creative part of you that:

- infuses your essence into everything you do
- knows what you like and what you want
- shapes your logo, imagery, color palette, typography
- influences the tone of voice in your copy
- inspires meaningful marketing communications

Branding is where it all begins!



## **The first thing to know is, your brand starts with you!**

Your brand is an extension of you. In fact branding is a practice of self discovery and transformation. As it forms the foundation of your business. And this foundation starts with your intention.

Branding provides definition and clarity around your intention as you develop mission, and your values. It also inspires you to have a greater vision for your future, as it also develops your inner creator - the intuitive creative part of you.

Building an authentic brand requires you to go deeper within to discover and reveal the essence of you and what you want. To build your brand from the inside out, and give form to your intention.

This is where astrology comes in.



## **Astrology is a map of self.**

From the moment we are born, we are energetically connected to and imprinted by the cosmos. Astrology is a map of self that helps us understand parts of ourselves in a new way.

Astrology gives us a window into our core nature. And, helps us understand our psyche. We gain insight into the deeper parts of who we are, and those qualities that motivates us. It provides language to qualities we may feel, but were unable to communicate.

And astrology helps us understand our unique soul's archetypes. The primordial patterns that are part of our collective humanity that shapes our nervous system and our essence. That gives form to our soul purpose that we infuse into our brand, to embody our intention even more.

This is where marketing comes in.



## Meaningful marketing is how you grow.

If branding is an extension of you, then marketing is what you share with them. Marketing is understanding who your unique audience is and how your authentic brand can provide them value.

Marketing is less about explaining what you do and coming up with tricks to convince them to take action. Marketing is actually more about listening and responding to their needs.

It's about tuning into their thoughts and feelings, to understand what is causing them stress, why they are overwhelmed, and how you can help.

Many of you have experienced marketing that is off brand, because it does not feel authentic. But when it does, you take action because you trust the authenticity of that brand.

Authenticity is built with the right mindset. And, the right mindset helps you attract your audience.

**“What you think, you create.  
What you feel, you attract. What  
you imagine, you become.”**

**— Law of Attraction**



# Work the law of attraction and make your brand more magnetic with these 8 simple steps:

## 1. Be Unique

Become more of you, identify what you stand for, and what your brand promises. Express this uniqueness in your brand.

## 2. Be Clear

You want to create an impact and you want to be remembered, so express your uniqueness in a precise and clear way. It's easy to say too much, and better to keep it simple.

## 3. Be Focused

It is tempting to expand and extend your brand trying all things but use restraint. A focused brand is a strong brand, so stay focused at first and expand later.

## 4. Be Likeable

Your brand has a personality and you want people like you. Try not to take yourself too seriously and express your personality, as a little vulnerability goes a long way!

## **5. Be Honest**

In today's world, people welcome honesty. Your business will be rewarded for it. Don't offer promotions or guarantees you can't deliver. Build trust through authenticity and integrity.

## **6. Be Consistent**

As your audience grows, they will have perceptions and expectations for your brand. Brand inconsistency leads to confusion, which can be a brand killer. When you are consistent you shape their perception of you.

## **7. Believe in Yourself**

When you are clear about who you are and what you want to share, you create momentum and brand magic. The type of magic that makes you more magnetic and inspires people to take action.

## **8. Be Unstoppable**

Brands aren't built overnight, be persistent in your efforts to build awareness as well as response. You might think you are bothering people, or you might take it personally if only a few people respond to your efforts. Nurture yourself with patience and nurture your audience by being unstoppable.



# Hello.

I'm Renee, founder of Soul and Brand.  
Thank you for downloading this guide!

Once corporate creative director, now N.L.P. trained Soulpreneur Coach and Astrologer. I empower people's soul goal through creative strategy, transformation techniques and cosmic guidance.

Together you and I can remove emotional blocks, rewire old patterns and develop your natal super powers. To live your soul's purpose, and have greater clarity and confidence in yourself and your brand.

## **What's your a soul goal?**

I offer courses, coaching and a community of Soulpreneurs.

## **Let's connect!**

**Email me: [renee@soulandbrand.com](mailto:renee@soulandbrand.com)**