

FERTILE SOIL

FRAMEWORK

To help you create more fertile soil in your business through your marketing, I have created a simple framework you can refer to when you are looking for inspiration and direction.

F *Freedom*

'Do you'. Don't worry about what anyone else is doing and stay in your own lane. This is where you will find freedom and success.

E *Energy*

Everything is energy, even the way you market yourself and your business. The more energy you give it, the more it will give you in return.

R *Rhythm*

Experiment until you find your own rhythm. When you find it be consistent so that you can connect with more of your people.

T *Trust*

Trust in yourself and trust in divine timing. Just because you think things should unfold a certain way, let go of outcomes and expectations.

I *Intuition*

Tapping into trust once again, always give yourself the time and space to listen to what you are being called to share and create.

L *Love*

Create from a space of love not need, think about those you serve and find ways you can show your love and gratitude.

E *Empower*

Show the way, be the person you would like your audience to be. How can you empower the people you serve to take the next step with you?

S *Soul*

Share your soul with your audience. Don't be scared, just be real. Open your heart and soul and your people will find you.

O *Opinion*

It's ok to share your opinion, in fact it is important to show what you stand for. It is another way you can 'do you'.

I *Inspire*

Inspire others through your words, images, actions and connection. This is a lovely way to bring your audience together.

L *Lead*

Lead your audience, take them on a journey. Show them the direction you would like them to take with you. Hold their hand.