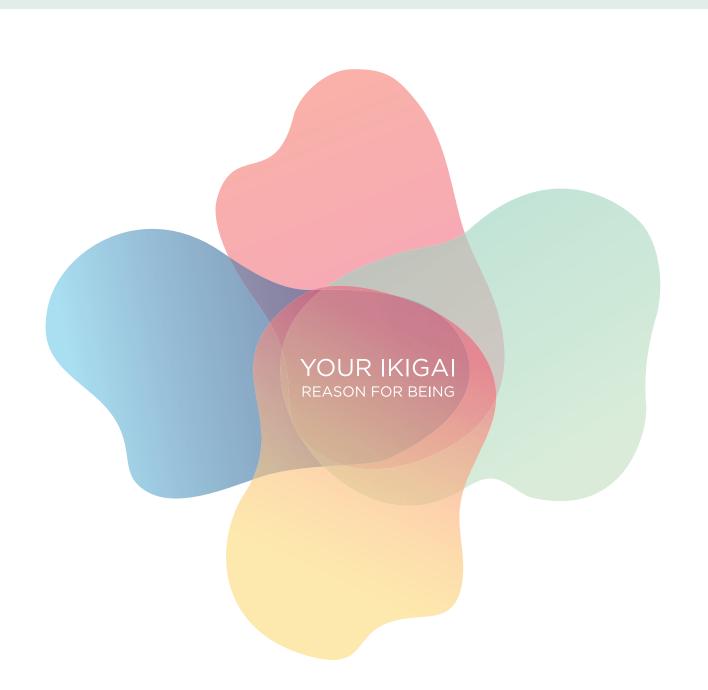


Your personal brand's secret weapon



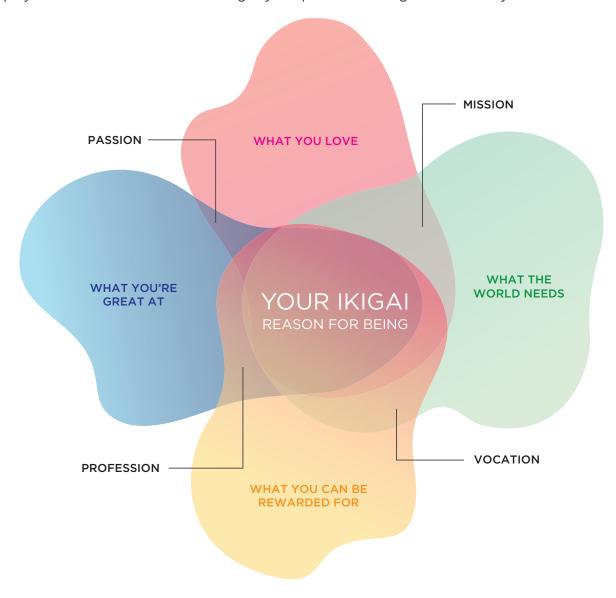
#### DISCOVER YOUR IKIGAI FLOW



Ikigai comes from the Japanese words Iki (to live) and Gai (reason) they roughly translate to "reason for being." Ikigai's purpose was to create harmony in one's life and was never intended to be used for money or professional means, but as an entrepreneur creating a brand from scratch can easily blur the personal and professional realms, which is why Ikigai is so important now more than ever. Before you begin the journey of creating a new business or brand, discovering your Ikigai Flow is crucial.

Does the world need any more stuff? More brands offering the same products, more social media accounts pushing more content, more, more. Do we need to make any more noise? Nope. What we do need are entrepreneurs and innovators who have a unique story to tell, brands and companies rooted in purpose. We need products and services that give back, provide value, and make the world better.

Below is the Ikigai Flow that illustrates where the sweet spots of passion, mission, vocation, and profession converge. Pay close attention to the overlap - that area especially, your brand's Ikigai, helps you to create a brand that will light you up while fulfilling the needs of your intended audience.





1. WHAT DO YOU LOVE? WHAT IS YOUR PASSION? What lights you up and brings you joy? What refuels you and brings you happiness. Include hobbies, interests, things you get lost in. Think about something you could do every day and lose track of time.

" If you don't love what you do, you won't do it with much conviction or passion." - Mia Hamm



2. OF THE PASSIONS/LOVES YOU LISTED, WHAT ARE YOU GREAT AT? What things have you mastered, have a special touch for, and excel at? Also think about what friends often call you for, what advice you're often asked, etc.					

"Passion is energy. Feel the power that comes from focusing on what excites you."

- Oprah Winfrey



<b>3. WHAT DOES THE V</b> Why does the world n			

"The planet desperately needs more peacemakers, healers, restorers, storytellers, and lovers of every kind."

– David Orr



4. WHAT CAN YOU BE REWARDED FOR? What solution, service, products, etc. do you provide that you can be rewarded for? Think beyond monetary compensation as well.

"When your self-worth goes up, your net worth goes up with it."

- Mark Victor Hansen



#### YOUR BRAND'S IKIGAI IS THE SECRET TO ITS LONGEVITY

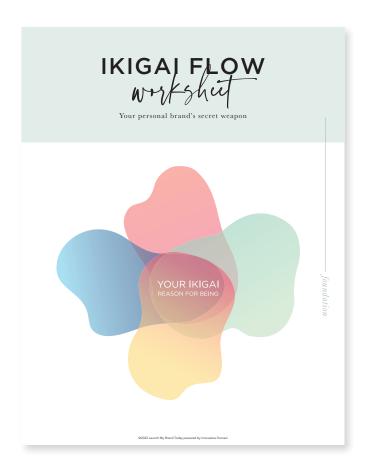
✓ You've created something that ignites your passion

✓ You're darn good at it

✓ It serves a purpose and satisfies a need

✓ People are willing to pay you for it

When these elements work together harmoniously within your personal brand, the stronger your brand becomes!



show me your itigai!

I'd love it if you would share your **Ikigai Fun Sheet** with me!

If you're getting stuck along the way, don't worry, I'd be happy to help!

Email me at hello@launchmybrandtoday.com

# KEEP THE MOMENTUM

You've completed your Ikigai Worksheet, now what?! If you're ready to keep your brand building momentum going, check out some additional resources below:











