

# IKIGAI FLOW

## *worksheet*

Your personal brand's secret weapon



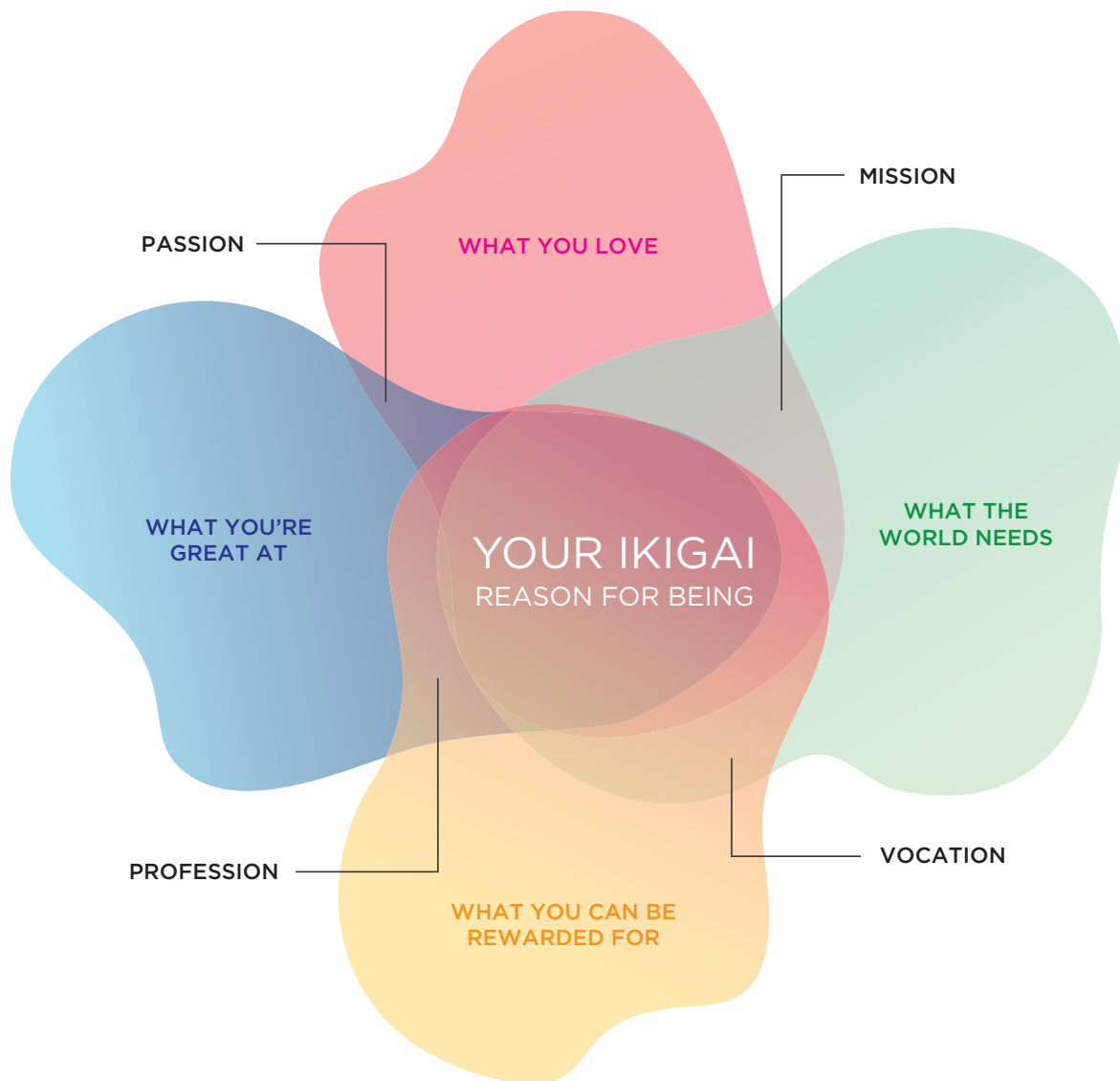
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# DISCOVER YOUR IKIGAI FLOW

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, 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.











# MY IKIGAI FLOW

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 ikigai!*

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](mailto:hello@launchmybrandtoday.com)**

# KEEP THE MOMENTUM

## *going*

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:




**SCHEDULE A 1-ON-1  
STRATEGY SESSION**

FAST-TRACK YOUR BRAND  
DEVELOPMENT PROCESS!

[CLICK HERE](#)

*launch*



**ACTIVATE YOUR  
BRAND BRAIN**

QUESTIONS TO GET  
YOUR BRAIN FOCUSED ON  
YOUR BRAND

[CLICK HERE](#)

*foundation*



*Launch my brand*  
**TODAY**