



Your Purpose to Profit Path™

1. Connect with your Soul's True Message
2. Clarify your full Mission and Vision
3. Taming the Octopus
4. Narrate your Brand Story
5. Create Products and Programs to Empower your Brand
6. Eliminate the Competition by being incomparable
7. Narrow Your Focus
8. Create Long-term sustainability & profit
9. Expand Your Reach
10. Capitalize on your gifts
11. Complement your message
12. Additional Offerings and Revenue Streams