

MULTI-PASSIONATE Blueprint

SELF-MASTERY GUIDE

DEMYSTIFY YOUR PASSIONS,
HARNESS YOUR CREATIVE GENIUS,
AND **STRATEGIZE YOUR VISION** WITH
integrity & authenticity.



CO-CREATE YOUR *brand, business, and life* WITH
VICKY AYALA

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COLLABORATIONS

If you work with private clients or sell offerings that are aligned with the contents of this book, and you would like to incorporate this book into your signature program, virtual course, workshop, and seminar contact me directly at: ***collabs@vickyayala.com*** using the subject: **MULTI-PASSIONATE BLUEPRINT SELF-MASTERY GUIDE COLLABORATIONS**

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First Edition.

LET'S BE BRAND BESTIES

Join me online where I muse about entrepreneurship, mysticism, and the desire for wanderlust adventures that may or may not include my undying desires to live where there are palm trees.

Connect with me at **VICKYAYALA.COM** or on Instagram and Twitter **@VICKYAYALA.**

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A photograph of a desk with various items. On the left, a large globe is partially visible. Next to it is a wooden sign with the text 'K7ZG' and a silhouette of trees. In the center, a black camera with a lens is on the desk. To the right of the camera is a letterboard with the text 'REMEMBER WHY YOU STARTED.' in white letters. The background is a plain wall. The entire image has a color gradient overlay, transitioning from yellow on the left to blue on the right.

REMEMBER
WHY YOU
STARTED.

PHOTO CREDIT: [UNSPLASH.COM/@CRISTOFER](https://unsplash.com/@CRISTOFER)

EXCITE YOUR Curiosity



**WHY ARE YOU
READING THIS BOOK?**

O/

BEING INQUISITIVE

Prepare to Make Magic

Hola and welcome to my world! Over the last few years, I've created several workbooks and while I loved each of them, I always felt they were competing with one another. I had the **SACRED JOURNEY ORACLE DECK** and writing prompts for the cards, plus I was working with clients and guiding them with worksheets. Between wondering if I would launch an online program or a series of courses, I decided to consolidate what I had so that I could offer this book as a manual you can reference back to as often as you want to.

What a lot of coaches won't tell you is that you already know what you need to do.

Most of you won't work with me in private sessions and that's OK. I didn't create this book to get private clients. I created this book, so you have resources available to you when you are working on your brand strategy, with or without the support of a coach.

The purpose of this book is to give you the foundation for demystifying your passion, managing your beliefs, validating your mastery, asserting what you know, and committing to being cohesive.

Over the years, I learned that there is always a "method to the madness." It's not a coincidence that I focus most of my work on helping multi-passionate folx cultivate their create genius. It's because who you are IS your competitive edge and my recipe of snark and strategy helps to demystify the self-mastery process so you can get clarity, confidence, and courage to shine and thrive on your own terms.

The best way to use this book is to browse through it first. Take it all in. There's **A LOT** here to process and yes you will get overwhelmed. Lean into the information overload. I consolidated almost 20 years of work into approximately 400 pages. Don't expect to be a seasoned pro in a weekend. You didn't become awesome at what you do overnight so don't assume that you'll be an authority on strategy in a few days.

This book is organized to flow with a five-part framework that integrates personal development, storytelling expertise, and mysticism to help you develop a holistic brand strategy rooted in intention and ease. As part of the journey are lessons about self-mastery that help support the vision you have for yourself. To dig into that personal development work, you need to ask the hard questions with yourself.

INTUITIVE BREAKTHROUGH PROMPTS

These journaling questions correspond with the **SACRED JOURNEY ORACLE DECK**. If you already have the deck, you will recognize some of the questions. If you don't have the deck, this book is a great introduction to the cards. The deck was created to help support your brand and business through the lens of mysticism. In this book, these prompts are a great way for you to connect with your intuition before setting in motion your strategy.

STRATEGY WORKSHEETS

These are stand-alone writing prompts designed to help you cultivate a holistic brand strategy. Most don't have instructions or lessons with them. They are stand-alone worksheets so you can complete whichever resonate for you and leave those which don't. The worksheets are meant to be interconnected so ideally you will want to go in order. However, if you've mastered one area of your brand and there's a section that either doesn't apply or resonate with you, simply skip it.

PART ONE: IDENTIFY

It's difficult to reach a destination if you don't know where you want to go. It's why many people go in circles with their brand and business. Strategy puts your hustle in perspective. When you can clearly see what your goals are, you can craft a roadmap to get there. These worksheets are crafted to help you brainstorm ideas and be innovative with how you conceptualize how you want to show up.

PART TWO: ALIGN

Once you've got an idea for how to position yourself, these worksheets are crafted to help you stay consistent with your vision. It's super easy to be all over the place with your brand + business. Whether it's having a bunch of similar services and no clear distinction between products, being multi-passionate does not have to mean being all over the place. **ALIGNING** your vision helps you stay true with your integrity while also integrating your passion, purpose, and personality with your profit potential.

PART THREE: CREATE

Don't get it twisted...you will be co-creating throughout the book. These worksheets are more about crafting a blueprint for executing beyond this book.

**In 10 years...what will your future self
thank you for doing today?**

[illegible]

[illegible]

GIVE YOURSELF PERMISSION

GETTING STARTED

It's easy to get caught up in the hype of trying to be awesome but not too awesome but awesome enough that people want to buy from you but not too expensive because they don't want to really pay you but if you do things for free then how will anyone value you but if you don't do things for free then how will anyone know you're worth paying for but if they can get your magic for free because you didn't value it enough to charge then you're teaching them to undervalue your worth but wait...your work is not your worth and yet you are supposed to be "of service" to others because you are "not selfish or in this for the money" but good vibes don't pay the bills and fu*k capitalism but I deserve wealth and luxury because my ancestors fought for my right to commodify housing and become a landlord for that passive income so that I can posture myself with the *self-made* badge with honor and "empower others" to participate in labor exploitation...and if this is not my strategy then it's because I don't lean into my feminine energy enough and that must be why ENTREPRENEURSHIP DOES NOT WORK...amirite?!

BREATHE WITH ME! Entrepreneurship can be a clusterfu*k especially when you are going at it alone and trying to shine + thrive on your own terms, without the support + know-how to do it well & make it sustainable.

Do you feel like you battle with imposter syndrome?

You are not pretending to be someone else. The idea that you are suffering from feeling like you are not worthy enough is another way to indoctrinate you into believing that you need external validation to feel worthy and valued. When you validate yourself and define success on what lights you up, there will not be a need to seek approval or permission from people whose best interest is not always YOUR best interest.

SUCCESS IS AN INSIDE OUT JOURNEY and I want to help you cultivate a path that starts with **YOU**.

Entrepreneurship is a lot like Alice in Wonderland. We go on these adventures of the mind, follow rabbit holes, and enter a world of creativity that is both imagination and a bit on the wonky side. She spends the duration of the journey trying to get back home.

Do You Want Permission or the Blueprint?

This book is chock full of worksheets to support you with **DOING THE WORK** to recalibrate your ambition by allowing for aha moments because breakthroughs are often disguised as breakdowns. Consider this a reset in your hustle so that you too can reconnect with your mind, heart, and soul to feel at home with your authentic self and cultivate a vision that centers your passion, purpose, and personality to thrive in a world that wants you to conform.

BASELINE ASSESSMENT

AUDIT YOUR STARTING POINT

Mastery is an ongoing process of rediscovery who you want to be and aligning your vision with a strategy that gets you where you want to go. Understanding your baseline is key because it serves as a reality check for the different areas of your brand that need work. This helps inform your decisions so you are moving with intention and focused on what will support your growth potential.

Often, we think of a **BRAND** as something that makes money however, I would encourage to take a few steps back and look at your **BRAND** from a macro perspective. Your **BRAND** is how you show up in the world. It is the imprint you leave; the mark that signals to others who you are, what you're about, your passions, and your purpose.

YOUR BRAND IS HOW YOU SHOW UP.

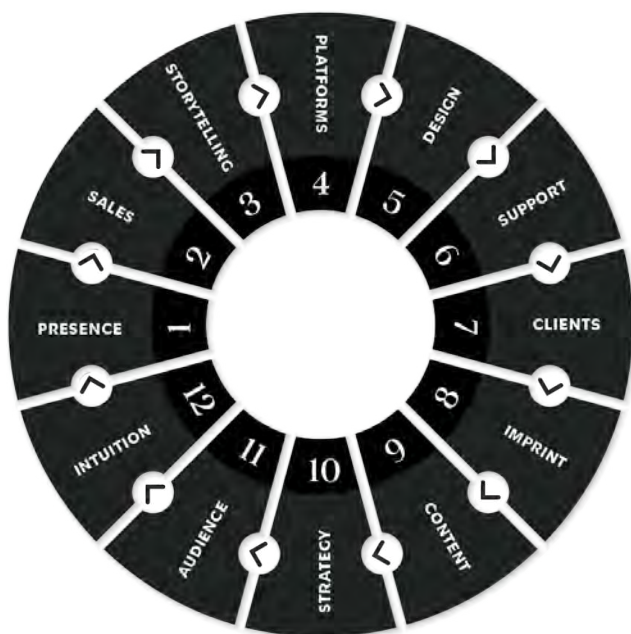
YOUR BUSINESS IS HOW YOU MAKE MONEY.

Creating synergy with your **BRAND** and **BUSINESS** means creating cohesion with twelve core areas that will help you stay focused, on track, and aligned with your vision.

PRESENCE
SALES
STORYTELLING
PLATFORMS

DESIGN
SUPPORT
CLIENTS
IMPRINT

CONTENT
STRATEGY
AUDIENCE
INTUITION



All twelve sections are inter-dependent and need to work harmoniously with one another so that you're crafting and executing a strategy that works for you.

When you're navigating the entrepreneurial journey, a long-term game plan will keep you focused, aligned with your passion + purpose, and ensures you stay consistent with your goals and values. **JUST BECAUSE EVERYONE IS DOING THINGS THE SAME DOES NOT MEAN YOU HAVE TO FOLLOW THEIR PATH.**

Learn to honor your voice, give yourself permission to shine, and check-in with your audacity so you can create synergy with your talents, skills, and gifts.

I look forward to supporting your journey!

PRESENCE

THE WAY YOU SHOW UP IN THE WORLD

This section relates to your overall presence. How you exude confidence, the way you carry yourself, the vibe you convey, and all that jazz. This is often the first impression someone has of you and your brand. This is also the first place where you'll notice a disconnect.

DESCRIBE YOUR **PRESENCE**. INDICATE WHAT ALIGNS & WHAT DOESN'T.

RANK THIS AREA OF YOUR BRAND + BUSINESS.

On a scale of 1-10, how satisfied are you with how your **PRESENCE** is supporting your vision?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|----------------|-----------------|-------------|------------------|---------------|-------------------|----------------|----------------|--------------|----------------|
| ROCK BOTTOM | SIMPLY AWFUL | NOT GOOD | SHOWS PROMISE | NEEDS WORK | GETTING BETTER | GOOD ENOUGH | MINOR FIXES | NO ISSUES | DOING GREAT |

WHAT IS **WORKING FOR YOU** AND WHAT YOU'D **LIKE TO CHANGE**?

This is **Working** for Me

This is What I Want to **Change**

PRESENCE

ASSESS HOW YOU CAN IMPROVE THIS AREA

DON'T CHANGE WHAT ISN'T BROKEN. Doing an audit on your brand isn't about finding flaws. It's about identifying the holes and deciding what to improve. If things are copasetic great! Identify what **IS** working so you can magnify that. If something is not resonating with you anymore, then that's where you have opportunities to evolve, pivot, or shift gears. There is no **ONE WAY** to rock this entrepreneurial journey. Your brand is exactly that...**YOURS**. Do what works for **YOU**.

BRAINSTORM HOW YOU CAN IMPROVE THIS AREA OF YOUR BRAND.

HOW WILL YOU PRIORITIZE THIS CHANGE? IS THIS SOMETHING THAT NEEDS ADDRESSING NOW OR LATER?

WHAT IS CURRENTLY WORKING FOR YOU?

WHO DO YOU NEED SUPPORT FROM? WHAT RESOURCES WILL HELP YOU MAKE IMPROVEMENTS?

2a. BESPOKE **AUDACITY**

EMPOWER YOUR CLARITY // Demystify Your Passions

DISENGAGE

FROM THE CHATTER

Social media can be emotionally overwhelming and taxing on your mind. Between the “fear of missing out” (FOMO), the reinforcement of imposter syndrome, and the constant pressure to keep up with latest trends – it’s understandable to want to disconnect altogether.

Maybe you're not consistent with your strategy because you get overwhelmed with feeling like you need to perform in ways that are not authentic with your brand or aligned with your vision.

Before you proceed with a strategy, use this time to disconnect from your inner critic and all the noise online. If you can spend a few days, or a few weeks, divesting from social media that would be ideal. Give yourself time to reconnect with your inner knowing and allow your intuition to come forward without distractions.

WRITING PROMPTS TO FOCUS YOUR STRATEGY

EMOTIONAL TRIGGERS. DESCRIBE HOW **YOU WANT TO FEEL** WHEN ENGAGING WITH OTHERS ONLINE.

ALIGN YOUR ENERGY. DESCRIBE HOW YOU WANT YOUR BRAND TO WORK **FOR YOU.**

DISCOVERY

YOUR PASSIONS + WHY

PASSIONS INVENTORY. LIST ALL OF THE THINGS THAT YOU ARE PASSIONATE ABOUT.

GET LIT UP. DESCRIBE HOW THESE PASSIONS LIGHT YOU UP.

CREATING SYNERGY. ORGANIZE YOUR PASSIONS INTO 3-5 CATEGORIES.

CONNECT THE DOTS. WHAT DO YOUR PASSIONS HAVE IN COMMON?

BODY OF WORK

IDENTIFY AND ASSESS YOUR EXPERTISE

CREATIVE GENIUS. DESCRIBE WHAT MAKES YOU UNIQUE.

EXISTING MATERIALS. WHAT DO YOU HAVE CREATED THAT YOU CAN REPURPOSE?

COMMON DENOMINATOR. WHAT IS CONSISTENT WITHIN YOUR WORK HISTORY?

SUBJECT MATTER EXPERTISE. WHAT TOPICS DO YOU GET RECOGNIZED FOR?

2a. INDISPENSABLE **PRESENCE**

ELEVATE YOUR CONFIDENCE // Manage Your Beliefs

MULTI-PASSIONATE BRAND ARCHETYPES

UNLOCKING YOUR COMPETITIVE EDGE

Who you are **IS** your competitive edge and once you can hone your unique imprint, you can captivate the people who need your expertise, gifts, and magic the most. If there's one thing multi-passionate peeps don't want to do is choose between their different passions, and you don't have to! The key is to make it work is to identify what aligns your passions and purpose. Having multiple passion points triggers a different skill set and strength.

This overview is designed to help you tap into your personality assets so that you can show up as your authentic self while managing your unique blend of bankable skills.

There are four primary archetypes with six personalities under each, for **A TOTAL OF 24 PERSONAS** that you can embody to shine and thrive with your multi-passionate brand.

CREATORS ARE THE TYPES WHO BRING SOMETHING TO LIFE. This could be a new project, a new book, a new production, a new product line. They are driven by the need to cultivate something into existence and give it meaning in the world. You'll find **CREATORS** conjuring up something magical from their creative inspirations and realizing the potential of their imagination.

FREE SPIRITS ARE THE TYPES WHO go with the flow. They are not tethered to formality or convention. They have a care-free spirit, and they don't conform to societal or cultural norms. **FREE SPIRITS** embody the essence of being a wild-hearted soul chaser. They stand tall in their independence and aren't afraid to pave their path.

GO-GETTERS ARE THE TYPES WHO HUSTLE TO GET WHAT THEY WANT. They have strong personalities, are always on the climb and fearless in commanding their power. **GO-GETTERS** thrive under pressure and love competition. They don't settle for anything less than what they know they deserve & they are always willing to fight for their vision.

NURTURERS ARE THE TYPES WHO CHAMPION OTHERS ON THEIR JOURNEY. They are generous with their time, expertise, and adoration, fostering the growth in others, often teaching & uplifting others. **NURTURERS** give you guidance and accountability, so you're not overwhelming yourself. They advocate self-care and encourage a healthy balance of work + play.

**OVER THE NEXT PAGES ARE WORKSHEETS TO HELP YOU IDENTIFY YOUR ARCHETYPES,
ALIGN YOUR COMPETITIVE EDGE AND CREATE YOUR BRAND POSITIONING.**

Use the writing prompts that resonate for you. These worksheets can be leveraged
When you are ready to write your website copy, position your bankable potential, and
articulate your competitive edge whenever you need to show how you are **being memorable**.

CREATOR EMBODIMENT ENERGY

THE DRIVE TO EXPRESS EMOTIONS

These archetypes are driven by the need to cultivate something into existence and give it meaning in the world. You'll find them conjuring up something magical from their creative inspirations. They are gifted at storytelling because they love to walk people through an experience that highlights their unique imprint.

CREATORS find the courage to step out of their comfort zone. They put a piece of themselves into something and then have the audacity to share that with the world.

Creators are people who bring something to life.

WHAT **INSPIRES** YOU TO **CREATE**?

HOW DO YOU **FEEL** AFTER YOU **CREATE SOMETHING**?

DESCRIBE YOUR PROCESS FOR **CREATING SOMETHING NEW**.

BRAINSTORM WAYS YOU CAN LEVERAGE **CREATOR ENERGY** TO BOOST YOUR BRAND & BUSINESS.

CREATIVE ENTREPRENEUR

LEVERAGE YOUR CREATIVITY

You understand how to balance left brain execution with right brain thinking. You don't compromise on your integrity. You build a profitable business fueled by creative capital because you can have both.

INTENTION. MANTRA. FOCUS.

All my ideas are worthy of life.

WHAT DO YOUR IDEAS CONSIST OF?

AN ABUNDANCE OF IDEAS. DESCRIBE THE SCENARIOS WHERE YOU CAN LEVERAGE THIS ARCHETYPE.

CREATOR ENERGY. HOW CAN YOU EMBODY THIS ENERGY?

3a. INTENTIONAL **BANKABILITY**

EMBRACE YOUR COURAGE // Validate Your Expertise

BANKABLE POTENTIAL

YOUR MONEY SHOT

NOTHING IS A COINCIDENCE. The intersection of strengths, talents, and gifts is your sweet spot for entrepreneurial success. As a multi-passionate visionary, you have endless ideas and are driven to create many things.

The challenge isn't with "picking one path." It's about how to bridge your strengths, talents, & gifts into a presentable package that is cohesive and consistent with how you want to shine + thrive.

STRENGTHS. Strengths are developed through practice and reflected in the tasks you do well, whether it's organic or learned. Your strengths improve over time and can be leveraged across different industries and careers.

Think about this: How would others describe you? What do you get complemented on the most? What are you trained to do?

TALENTS. Talents are capabilities that you're born with and reflected in how you execute a task with ease. Talents still need to be nurtured so that you don't lose the muscle memory of working on what comes naturally.

Think about this: What was easy for you to master? What subjects in school did you ace without much effort? What could you do with your eyes closed?

GIFTS. Gifts are the expression of what you share with the world and reflected in how you show up to the people who need your magic the most. You bring your gifts by aligning your strengths and talents to a purpose greater than yourself.

Think about this: Are you energized in a group setting or do you prefer to work on your own? How do you feel about presenting to a crowd, speaking on a topic, and writing your knowledge?

No one is asking you to reinvent the wheel but how you are innovating what you do so it's clear to everyone that this is YOU and not some other random professional who does exactly what you do? You are the secret sauce. There's no doubt about that. However, you are not the only one rocking this journey and the more you can distinguish your experience as bespoke or unique, the easier it will be to strategically position your expertise.

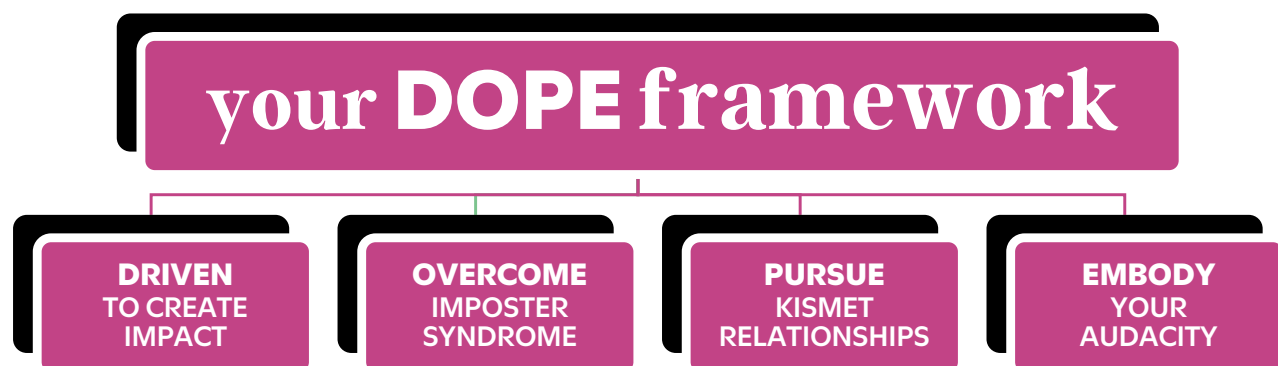
FRAMEWORK. Identify a simple word that embodies your strengths, talents, and gifts. This word becomes the framework for your brand that anchors how you develop offerings, write books, create products, and outline your content strategy + launch dates.

METHODOLOGY

CREATING YOUR FRAMEWORK

BREAKDOWN YOUR METHOD. Acronyms are great for this since they serve to position your expertise in a unique and memorable way. Each word can represent the process and/or journey of the transformation your clients will experience after working with you. You can then use this for course lessons, program modules, etc.

If you are an audacity coach who empowers individuals to take leadership in their careers, your **SIGNATURE METHOD** could use the **HYPOTHETICAL** and totally made-up example below:



the DOPE framework

| | | |
|---|--------------------------------------|--|
| 1 | MODULE PHASE LESSON CHAPTER | DRIVEN TO CREATE IMPACT Identify the causes you champion and change you want to make. |
| 2 | MODULE PHASE LESSON CHAPTER | OVERCOME IMPOSTER SYNDROME Cultivate confidence to show up and lead with purpose. |
| 3 | MODULE PHASE LESSON CHAPTER | PURSUE KISMET RELATIONSHIPS Connect with those who can help bring your vision to life. |
| 4 | MODULE PHASE LESSON CHAPTER | EMBODY YOUR AUDACITY Be present and empower others to take inspired action. |

WORK YOUR MAGIC. This framework is **AN EXAMPLE** and it **IS NOT INTENDED** for you to copy and use as your own. You have your own magic to work with so use the blank framework templates on the following pages to start identifying your own unique **SIGNATURE METHOD**.

ACRONYMS

BREAKING DOWN YOUR PHASES

Picking a word that resonates with your brand and transforming into an acronym you can position with a signature framework is one of the many ways you can differentiate your expertise. Acronyms, when done well, are easy to remember, catchy, and they leave a lasting impression.

Examples of acronyms includes **SMART** goals, **SOC-CAH-TOA** (for my math nerds), **LOL**, and **ASAP**. When creating acronyms for your expertise, keep it simple and scalable. You don't have to be rigid with how you use them. The acronym used in the example "**DOPE** Framework" used the letters to emphasize the level as an experience.

You can break up your acronym into however many parts. Below are examples that can help you organize acronyms to coincide with existing breakdowns such as seasons. Using an acronym will help you formulate a framework unique to your expertise as well as position your offerings such as programs, books, courses, memberships, and content strategy.

Whether you call it a framework, formula, process, or system, be intentional with how you outline your phases so you can diversify how you monetize that one signature blueprint.

THREE PART METHOD / TRIMESTERS.

Working in modules of three (3) can help you simplify your framework that people are already familiar with such as pregnancy. Identify three phases, or a 3-letter word, that resonates for your brand + business and outline how this could become the framework for your **SIGNATURE METHOD**.

FOUR PART METHOD / SEASONS.

Working in modules of four (4) can help you organize your framework with seasons, such as winter, spring, summer, and fall. Identify four phases, or a 4-letter word, that resonates for your brand + business and outline how this could become the framework for your **SIGNATURE METHOD**.

FIVE PART METHOD / NOT SO RANDOM.

Working in modules of five (5) can help give substance to a complex framework that requires more attention. Identify five phases, or a 5-letter word, that resonates for your brand + business and outline how this could become the framework for your **SIGNATURE METHOD**.

SIX PART METHOD / BECOMING THE TEACHER.

Working in modules of six (6) can help give you a robust foundation for online courses, programs, and mastermind groups. Identify six phases, or a 6-letter word, that resonates for your brand + business and outline how this could become the framework for your **SIGNATURE METHOD**.

4a. STRATEGIC STORYTELLING

EMBRACE YOUR CREATIVITY // Assert What You Know

IMPERFECTIONS

STORYTELLING WITH AUTHENTICITY

Keeping up with the crowd just puts you in a position to get lost in the void and I don't want that for you, your brand, or your business. There's a way to make your hustle work, with or without social media. This section is not about hacking the algorithm or giving you permission to ignore an online audience. I know what it means to want to hide from the world but if you are reading this and working through this book then you know there's too much value in your voice to stay quiet and reclusive.

What if there was another way?

What if you didn't have to overshare for the sake of sharing?

Social media can have you feeling like you're in constant performance mode. From the endless TikToks and Reels to sharing the vulnerable stories of your trauma to be "relatable" - it's a lot of unnecessary content that just ends up exploiting your peace. There's nothing strategic about what you're sharing. There's nothing intentional about the message you amplify. You are saying a lot without saying anything.

Strategically sharing your story does not mean you're inauthentic or fake. It means you are taking the teachable moments in your lived experiences and amplifying a message that is designed to create impact with the people who need to hear your voice and story.

FEELING OVERWHELMED BY CONSTANT CONTENT CREATION MEANS YOU DON'T HAVE A STRATEGY FOR WHAT OR HOW TO ENGAGE YOUR PEEPS.

Approaching your online presence as a distribution portal where you can initiate virtual conversations helps free you up to focus on using your voice to emotionally connect with an audience who could benefit from the wisdom of your perspective. Even if you are simply using your voice to entertain peeps – there is still a purpose. There is always a purpose, intentional or not. There's a freedom that comes from speaking your truth without investing in a desired result. It's a process of excavating your voice so you can strategically position your creative genius with ease.

OVER THE NEXT PAGES ARE WORKSHEETS TO HELP YOU IDENTIFY YOUR BRAND VOICE, ALIGN YOUR EMAIL SEQUENCES AND CREATE YOUR CONTENT STRATEGY.

Use the writing prompts that resonate for you. These worksheets can be leveraged when you are ready to write your website copy, position your bankable potential, and articulate your competitive edge whenever you need to show how you are **being auspicious**.

A.I.D.A.

COPYWRITING TECHNIQUES

This writing format is one of the ways to organize your content with intention and purpose. Leverage this format for email newsletters, sales copy, bios, social media captions, and scripts for podcast episodes or YouTube videos.

ATTENTION. WHAT STORY CAN YOU SHARE TO GRAB YOUR READER'S ATTENTION?

INTEREST. DESCRIBE THE PART OF THIS STORY THAT CAN CAPTIVATES THEIR ATTENTION.

DESIRE. HOW IS THIS STORY SPEAKING TO THEIR DESIRES?

ACTION. WHAT ACTION ARE YOU ENCOURAGING THEM TO DO? REMEMBER TO KEEP IT RELEVANT TO YOUR GOALS.

RELATIONSHIP

ROLES YOU ASSUME

MENTORSHIP. DESCRIBE HOW YOU MENTOR + YOUR MENTORING STYLE.

How do you **nurture** your relationships?

LEADERSHIP. DESCRIBE YOUR ROLE AS A LEADER + YOUR LEADERSHIP STYLE.

How do you **assert** your authority?

INFLUENCER. DESCRIBE YOUR ROLE AS AN INFLUENCER + HOW YOU INFLUENCE.

How do you **inspire** others to take action?

5a. SUSTAINABLE **WORKFLOW**

EVOLVE YOUR CONSISTENCY // Commit to Being Cohesive

FOCUS YOUR EFFORTS

MAKE IT THOROUGH BUT KEEP IT SIMPLE

WHO WILL YOU BE after 30 days?

HOW WILL YOUR BRAND AND BUSINESS FLOW after 12 weeks?

WHAT WILL YOU CELEBRATE after 6 months?

Your **BIG PICTURE VISION** is supposed to be grand in scale but that does not mean you need to go from zero to 60 overnight. Realizing your vision takes time, energy, resources, and **STRATEGY**. Give yourself the gift of consistency and be intentional about how you align passion & purpose with profitability.

As you work through this section – you will want to set your eyes on a few milestones. Your goals could include and is not limited to **CREATING AND/OR LAUNCHING** any of the following:

- | | |
|---|--|
| <input type="checkbox"/> NEWSLETTER | <input type="checkbox"/> GROUP PROGRAM |
| <input type="checkbox"/> WEBSITE | <input type="checkbox"/> YOUTUBE CHANNEL |
| <input type="checkbox"/> ON-DEMAND | <input type="checkbox"/> DIGITAL PRODUCT |
| <input type="checkbox"/> LIVE COURSE | <input type="checkbox"/> TAROT DECK |
| <input type="checkbox"/> PODCAST | <input type="checkbox"/> ORACLE DECK |
| <input type="checkbox"/> ONLINE SHOP | <input type="checkbox"/> AFFIRMATION DECK |
| <input type="checkbox"/> BRANDED MERCH | <input type="checkbox"/> SELF-PUBLISHED BOOK |
| <input type="checkbox"/> GROUP MEMBERSHIP | <input type="checkbox"/> SOCIAL CHALLENGES |
| <input type="checkbox"/> SERVICE OFFERING | <input type="checkbox"/> VIRTUAL EVENT |

You could also use this time to **FOCUS ON YOUR EXISTING BRAND AND BUSINESS** to do any of the following:

- | | |
|---|--|
| <input type="checkbox"/> BUILD YOUR EMAIL LIST | <input type="checkbox"/> PIVOT YOUR BRAND & BUSINESS |
| <input type="checkbox"/> AMPLIFY YOUR VISIBILITY | <input type="checkbox"/> ATTRACT CLIENTS & CUSTOMERS |
| <input type="checkbox"/> CONSOLIDATE YOUR WEBSITE | <input type="checkbox"/> SECURE SPEAKING OPPORTUNITIES |

The purpose of this section is to guide you into **ALIGNED CONSISTENCY** so you can create structure with how you manage a daily workflow that allows you to show up with relevance for your brand and business goals.

OVER THE NEXT PAGES ARE WORKSHEETS TO HELP YOU IDENTIFY YOUR BRAND SEASONS, ALIGN YOUR EXPECTATIONS AND CREATE YOUR MONTHLY CALENDARS.

Use the writing prompts that resonate for you. These worksheets can be leveraged When you are ready to write your website copy, position your bankable potential, and articulate your competitive edge whenever you need to show how you are **being disciplined**.

SEASONS

QUARTERLY PLANNING

FLOW. DESCRIBE THIS SEASON AND HOW YOU WILL LEVERAGE ENERGIES + RESOURCES.

| QUARTER ONE <i>aka</i> Q1 | |
|---------------------------|----------|
| GOALS | LAUNCHES |
| FINANCIAL TARGET | |

| JANUARY | FEBRUARY | MARCH |
|--------------------|--------------------|--------------------|
| theme & focus | theme & focus | theme & focus |
| message to amplify | message to amplify | message to amplify |
| METRIC FOR SUCCESS | METRIC FOR SUCCESS | METRIC FOR SUCCESS |

SEASONS

QUARTERLY PLANNING

FLOW. DESCRIBE THIS SEASON AND HOW YOU WILL LEVERAGE ENERGIES + RESOURCES.

| QUARTER TWO <i>aka</i> Q2 | |
|---------------------------|----------|
| GOALS | LAUNCHES |
| FINANCIAL TARGET | |

| APRIL | MAY | JUNE |
|--------------------|--------------------|--------------------|
| theme & focus | theme & focus | theme & focus |
| message to amplify | message to amplify | message to amplify |
| METRIC FOR SUCCESS | METRIC FOR SUCCESS | METRIC FOR SUCCESS |

OVER
THINKING
KILLS
YOUR
HAPPINESS

Hola & Welcome!

MY NAME IS VICKY, AND I AM A **STORYTELLER + STRATEGIST.**



I work with mission-driven brands, socially conscious businesses, and soulful entrepreneurs who want to create opportunities for aligned profitability. I am also the creative genius behind the **RENAISSANCE EMPRESS PODCAST** and the **SACRED JOURNEY ORACLE DECK.**

As a seasoned pro with over 15 years of experience in vocational counseling, web design and online marketing, I leverage my expertise to support businesses and individuals with *creating a holistic approach to building an intentional brand and business.*

Together we plan your big picture vision, outline your strategy, diversify your business model, spruce up your storytelling, and create a game plan for you to shine + thrive with intention. There is more than one way to play the game and I am here to help give you an intuitive approach to shining and thriving with your dope self.

I created this book to help you *navigate the entrepreneurial journey* with creativity and magic. Intuition is the best advisor you will ever have for your brand & business. Your gut instincts know what steps you need to take, what directions you need to pursue, and what efforts you need to amplify. However, amid entrepreneurial chaos, imposter syndrome, analysis paralysis, and information overwhelm – we can lose touch with that intuitive force that guides us on the right path.

It's not just about building a website and crafting a kick-ass marketing plan. I show you how to cultivate a memorable brand & business by showing up as your authentic self.

Join me at **VICKYAYALA.COM** to learn more about how we can co-create magic and navigate the entrepreneurial journey so that you have the *clarity, confidence,* and *courage* to *create* with *consistency* and **ALIGN PASSION + PURPOSE WITH PROFITABILITY.**

INSTAGRAM.COM/VICKYAYALA | TWITTER.COM/VICKYAYALA | LINKEDIN.COM/IN/VICKYAYALA

MULTI-PASSIONATE BLUEPRINT SELF-MASTERY GUIDE
IS ORGANIZED TO FLOW WITH A **FIVE-PART FRAMEWORK** THAT INTEGRATES
PERSONAL DEVELOPMENT & STORYTELLING EXPERTISE
TO HELP YOU DEVELOP A **HOLISTIC BRAND STRATEGY** ROOTED IN INTENTION AND EASE.



WORK THROUGH THE **MULTI-PASSIONATE FRAMEWORK** TO...
*demystify your passions, manage your beliefs, validate your mastery,
assert what you know & commit to being cohesive.*