

Branding From The Heart



Julia Stege -Magical Marketing

HOW WOULD YOU LIKE TO HAVE A HEART-CENTERED BUSINESS & LIFE?

A Fresh Angle on Doing Business in the New Economy!

The long-awaited follow-up to *Attracting Perfect Customers: The Power of Strategic Synchronicity* is here! This informative and entertaining book adds a deeper level of intellectual understanding to this groundbreaking marketing model, plus personal experiences and the step by step process others have implemented to defy logic and BEE successful no matter what!

Learn how to:

- DESCRIBE** The qualities, characteristics and attributes of YOUR perfect customer
- IDENTIFY** What makes you and your perfect customer tick
- SPECIFY** What you want your perfect customer to expect of you
- DECLARE** Who you have to BEE to attract what you want

"What makes us tick is working with people to discover a deeper connection to create heart-centered lives and business."

CO-AUTHORS: JAN H. STRINGER and ALAN HICKMAN

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— NAME OF ENDORSER

"A tool for gaining deeper understanding of the inner workings of a business that contribute to personal fulfillment and success."
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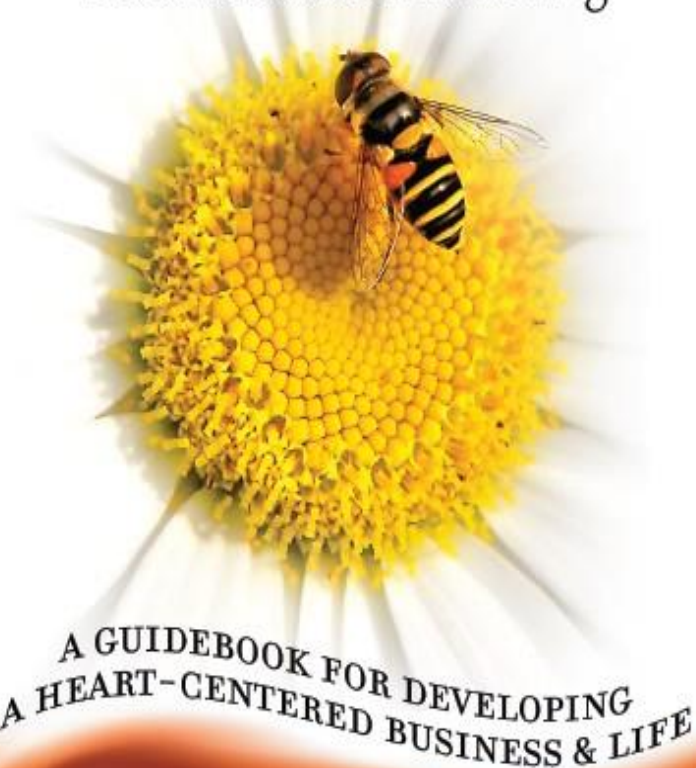
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Watt-MacKenzie Publishing

By Jan H. Stringer and Alan Hickman

Stringer Hickman
BEE-ing Attraction
What Love Has To Do With Business and Marketing

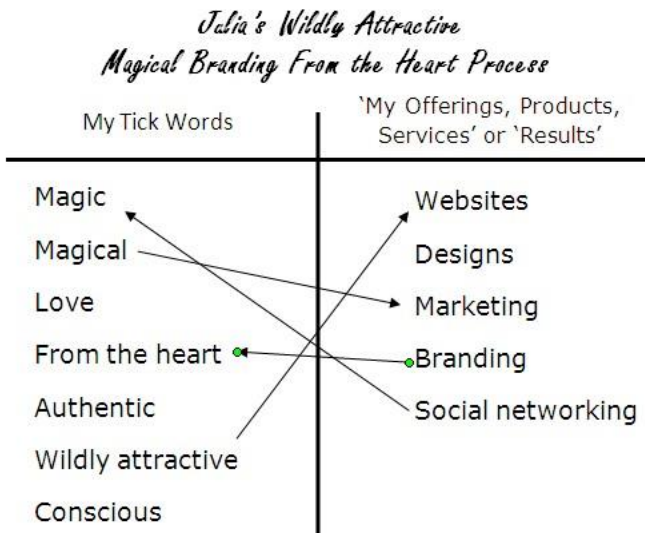
BEE-ing Attraction

What Love Has To Do With Business and Marketing



Jan H. Stringer and Alan Hickman
from the creator of *Attracting Perfect Customers: The Power of Strategic Synchronicity*

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So what you do is you get a piece of paper and make two columns and one of the columns you're going to write 'My Tick Words' at the top and on the other column you're going to write 'My Offerings' or 'My Products and Services' or 'Results'.

You know, those games where you say, "This word goes with that word." So I would take say, a word like magical and connect it with marketing and come up with magical marketing.



Guest Wizard Julia Stege – Law of Attraction Branding Artist

<http://www.wildlyattractivedesigns.com>

Just look at you! You're out there serving people with your heart-felt gifts. You have spent your life discovering ways to help yourself and others to live a better life, to transcend, to thrive, to experience joy. You warm my heart with your passion for contribution. Now if only your perfect customers could find you, and recognize you...the phone would be ringing off the

hook, and your calendar would be filled!



<http://www.byoaudio.com/play/W7xDHR2K>

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<http://perfectlove.byoaudio.com/files/media/6c86a9f9-264a-eba8-6b84-0c5ba68b345d.mp3>

Transcript:

Jan: Hi, everybody. Sorry to interrupt. This is Jan again and we are now recording our Guest Wizard Call that we have the wonderful pleasure of Julia Love, Julia Stege being our speaker today. So let's see who's on the line now already and who do we have? I heard Julia is here. That's a good thing since you're the speaker.

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Jan: I just wanted to give people on the call a moment to say what you would like to receive out of being here today or maybe something that attracted you to be here. So who would be willing to go first?

Cherie: Well, I am here today just to participate in this amazing program you're offering and in particular I was really looking forward to hearing Julia speak. I've had the pleasure of working with her one on one. She was actually the one who helped me come up with my 90 Days To Love – name and structure for my program and helping me through the strategic construction being planned and I've been on her social networking class call and I just think she's fabulous and I'm so in alignment with who she is that I'm excited to hear her today, connect again.

Sherry: I'm just really interested in hearing more about getting more in tune with how to create branding for my tick just to really get on how to market with my tick.

Jan: And anybody else like to share what attracted you to be here?

Kaia: This is Kaia. It's an opportunity to take the first step into this tribe. This is a good thing and also my passion is about listening to what is presented to me so I'm saying this is the best opportunity for me.

Ivan: Yes, I was saying that I don't really have time for this call but I have a feeling I've got to be here because it's something that's going to be important for me.

Jan: Important for you, good. Yeah, good noticing and I'm glad you're here. And anybody else?

Beth: Hi, this is Beth. I had to un-mute. I wanted to keep my commitment to myself in this program. I want to see how this could help me in my new business that I'm structuring and whatever is meant for me to specifically hear.

Jan: Awesome. You're open to hear what you're supposed to hear. I love it. Very nice. Thank you, Beth.

Jan: Well, anybody else? Okay and this is Jan again and just to reiterate, I would say everything everybody said I'm totally in alignment with that and for me today is a great honor to have Julia speaking and I've had the pleasure and beautiful journey to be together with Julia for many moons and she began taking some of our programs—I remember early on—that we started many years ago and then we got to be on the journey together in

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our Strategic Attraction Coaches Academy and Training Programs and she was part of the beta group.

I had an alpha group which was about four people that sat around my kitchen table or our kitchen table, I should say. Alan – we didn't have enough room for him on the table. We only had four chairs but wherever we would be in those meetings, he would be at his computer which was at the desk right on the other side.

Jan: Ok. And so Julia was part of the beta group and that was just always a real special time just as this particular group and we're really beta-ing and birthing something new so with that I'm just going to invite Julia. Do you want to add something?

Alan Hickman: Yeah, I really wanted to add something because I remember there was a moment that Julia had that I think all wizards are having much more quickly and that is I remember Julia saying that in one class.

You know, she's got this graphic design business and she can give you a little bit of her background, maybe her experience there in Madison Avenue and that she came from that whole area of public relations and graphic design and advertising world in New York City and what her experience was about and how she moved to California.

And here she was in this moment where she felt she really wanted to coach people and make a difference for them and she wanted to use the Bee-ing Attraction planning process to do that somehow but she was at this junction point where, "How do I give this up?" You know, she felt she had to make a decision between the two.

"How do I give up this lucrative graphic design business that I'm passionate about because it's paying my bills?" We're all passionate about paying the bills and there was that moment and to see how Julia has integrated the two so that she really got in that moment, a couple of years ago, that she didn't have to make a decision and cut herself off from something but rather integrate the Bee-ing Attraction planning process and use it as a tool to leverage her unique skills, her unique strengths and her unique leadership style rather than the other way around.

And so Julia, as far as I'm concerned, is really a living example of what you can do with this process and so with that, I'm just so thrilled to welcome Julia Stege.

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Julia: Well, this is Julia. Thanks, Alan and Jan and everyone for your comments and I would like to give you a little bit of background to explain why my focus is on branding. Since I was a very young child I've been interested in arts. Since I could pick up a crayon I was creating little drawings and symbols. I'd say I designed my first logo when I was two. It was sort of a stick figure where my arms were coming out of my head 'cause I could never see my neck so I thought I didn't have a neck and I remember getting teased about that.

But that was my first unique brand and since then I've been drawing very, very regularly. And so by the time I was a teenager, I had an aunt who was always whispering in my ear that I should go to art school, that I was talented and that I should be an artist. If I wanted to be an artist I should go to art school and not do what she did which was go to art school and then give up her career to raise children. I should actually have a career.

So she's been in my corner for having an art career my whole life. So I did go to college for Graphic Design at Syracuse University back in the late '70s, early '80s and then I went to New York. That's what we did. Back then that was the only city in the world according to east coasters, I guess. And that was the place where you would go to be successful. If you could make it there you could make it anywhere, kind of thing. So I started my graphic design career there in Manhattan and actually right at 50 East Street, right off Madison Avenue and we had clients that were marketing people on Madison Avenue and I did stuff for companies like Burger King and different large corporations.

And it only took a couple of years for me to start really getting sick of it. After my whole life had been gearing me towards this career I was going to do in New York, I found I couldn't stomach it because the approach to marketing was all about the money. It wasn't about the message and it wasn't about anything authentic and they didn't even care what they were selling.

What I learned there was that marketing, in the traditional sense was about luring people away from their intuition and brainwashing them into buying something they didn't want or need and then abandoning them with buyer's remorse or whatever. When they got their thing they would be very disappointed that it didn't fulfill what the advertisement said and that's basically what we know of as advertising and that to me was totally unacceptable so I thought I had to leave the career.

I left New York when I was just about 25 and I went to go live with a friend of mine in Illinois, in the middle of nowhere and it was there in Illinois that I

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realized that no matter what I did I was still going to be a graphic designer because it was a skill that was required and if I wasn't going to get paid for it, I was going to do it for free.

So I did a lot of graphic design for various nonprofits and social movements then at that time. I was only marketing what I exactly believed in to the very T. I was very particular about what I would market but it just so happened then that I learned when I was there, I went to Grad School and I learned all about media and how to use computers and so I was sort of beside myself or despite of myself, I was learning the most powerful communications tools very, very early on and using them to communicate ideas that I felt were important. Well, eventually I ended up travelling out to California and settling here in California about 20 years ago, almost.

And during that time I also was still very particular about what I was willing to promote. I went on the road selling t-shirts for a long while but all the while I was developing a skill in communicating pretty abstract ideas to mainstream populations and being particular to say about the ideas that I was conveying. And what that led to was it was obvious that I needed to start my own business and so in around 1991, I started my own business and it eventually developed into what I call Graphic Girlz which I founded in about 1995.

I actually had started that as a t-shirt type of branding business and then went back out into logos. Well, you know I have the skill of being able to do logos for people and more and more I was attracting women entrepreneurs and conscious entrepreneurs - people who, like me cared about their message and wanted to have that message be represented accurately.

I had a client about 12 years ago who was in Angel Gallery and they also were creating a magazine so I knew they were directing this magazine and helping them in a variety of design capacities and writing as well and I watched and learned as they did their processes on a daily basis with what I would consider magical processes. They were talking to angels and the like to have the most amazing results happen.

So that opened up my mind and my heart that there were other ways of doing business and they were called spiritual ways, spiritual business practices; that there were ways to do business in a more spiritual way or one that was more meaningful than the typical 'brainwash you into forking over your money' kind of model.

So it was around then a couple of years later that I found out about Perfect Customers, that I discovered the attraction plan and immediately started

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using it with some network marketing friends that I had and that was in a company that was about saving the rain forests and so I was training them on how to do the attraction plan as soon as I learned of the attraction plan and it was through that that I met somebody that had been working with Jan and said, "You know, I work with Jan," and I was like, "Oh, Jan works with people? I should give her a call."

That's when I started doing Attraction in Action, I believe. And through this whole trajectory it wasn't all conscious the whole time, I have to say. I was just particular about what I liked and what I didn't like but then when Jan came along and said, "You know, whatever's perfect for you is perfect for the world."

That to me was revolutionary. I had been working with revolutionaries for years but that was probably the most revolutionary thing that I had heard, that what's perfect for me is what's perfect for the world.

If we all just answer that question "what's perfect for me?" we would have a perfect world and I also saw that Jan had been using the attraction plan with corporate types and sales people really effectively.

So the secret that I had sort of running in the background that I was into attraction, I call them the mystical arts. I've always been into those but I wasn't sharing them with my clients.

That's the kind of thing Jan was sharing with her clients and I thought, "Wow!" Now this gives me an opening to start doing this with my clients and I started asking them, "What makes you tick?"

That was a question that most appealed to me out of the attraction plan because it really like attracts light. What makes you tick is what makes your perfect customers tick and it was really fun to ask people that question and see what they would come up and see the many multiple ways in which they were aligned with me.

Almost everyone that was calling me for a couple of years, I had their tick statement written down and I was analyzing how aligned everyone was.

As I was asking that question, as I was putting out my marketing I was becoming more and more authentic in my marketing. It was becoming obvious that my perfect piece were finding me and calling me more and more and that less and less I was attracting people who weren't really a fit or who would maybe judge me for being lulu or something.

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That's the thing that I was worried about before and when it was when I did the **SACAT** (Strategic Attraction Coaches Academy and Training) Program that I really got the power of that question 'what makes you tick?' 'cause we gave up our party on that Saturday night to all share what makes us tick one after the other and we were completely enthralled with each other.

It was the most compelling thing and in fact I just heard Charlie Rose the other day say this that somebody sharing their passion, that is the most attractive thing. That is the most compelling thing, interesting thing.

I think these are the words that he used. I said, "Hey, there's Charlie Rose. He's an interviewer. He's interviewed all these great actors and politicians and leaders in the world. He said that if you can get them to share their passion then you'll have a successful show.

So that was the confirmation for me that basically, if you want to have a successful business then your show basically is your marketing.

You want to make your show all about your passion and that night at the **SACAT** party, when we were sharing what makes us tick that was when I really got, "Hey, the more authentic that I can be in my marketing then the more my perfect customers are going to actually recognize me and in fact, if I'm pretending to be a **suit** or something then they're going to be very confused and they're not going to know what to do.

In my business they could possibly look at my designs and say, "Well, regardless of this she's got a confusing image. She's a good designer. I'll hire her." So I was lucky in that regard but all those years hiding behind the scene, hiding behind maybe a slightly not real image kind of gives the impression that I was very high-be-it-all.

I really wasn't. I thought I was being out front but what I realized at the **SACAT** Program was that I was hiding the magical aspects of myself and getting that certification gave me the courage to go out and say, "Ok, I'm a Strategic Attraction Coach and my perfect customers expect that I'm going to be talking about Law of Attraction and I'm going to be talking about the magical aspects of marketing.

I actually call myself the Magical Marketer. And at that time, I started using my own drawings in my self-promotion pieces and my own drawings that I had judged as not good enough, using those in my own marketing took a great deal of courage on my part.

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I was nervous about it. I didn't want to be judged for who I really was, I noticed. I was afraid that I would be judged negatively and I would have nowhere to go because here's my authentic self and they're going to judge it negatively but what happened was the total opposite of that.

Rather than people being turned off by using my own artwork, more and more people were being attracted and asking me to draw pictures for them for their logos. So this was a great result. I also noticed that when I was working with people and I was asking them what made them tick that they could really tap into their passion.

That's something that I've always been doing. I've always been an intuitive branding artist, creating logos and designs for people and eventually websites for people. I'd always been doing that intuitively but I would distract them into conversations so that they would tell me what was most important to them. I didn't have it until I had the Attraction Plan. I didn't have it as a structured conversation.

Often, people would ask me after these conversations, "Did you charge me for that?" because they didn't understand what I was doing and I didn't have a clear sense. I was just using my intuition but I knew that after those conversations that I could come up with a design that matched them and usually they were happy about that.

However, when I was able to use the Attraction Plan and say, "This is a plan and when you answer these questions you're closer to attracting your perfect customers and you're also closer to helping me understand you," and people really got why we were doing that and they often give me the feedback that the brainstorming and the Branding from the Heart conversation is the conversation that was most illuminating for them.

Their favorite part of the whole process is creating a logo for them. so through the years since then, I think it's been almost five years since that **SACAT** Program.

I have been attracting my perfect customers and then also developing a system out of this conversation 'what makes you tick?' and developing a way that people can tap into that. Well, I really think that the answer to what makes me tick is my purpose in life and I'm developing the system – or it's pretty much developed and it's very, very simple.

If you're going to tap into what makes you tick, you're going to tap into your purpose and you're going to share that in your marketing in a way that attracts the most perfect customers.

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Like attracts like so when you're authentic and come from the heart, the perfect customers can recognize you. If you're faking it in any way they get confused. Your perfect customers may pass right over you because they just don't get you. The more authentic that you are the more people actually get you and the less confused the vibration that you're sending out is.

So what I wanted to do today is just give you this process. Since you all are working with the Attraction Plan, at various stages now. Some of us have been doing the Wizards Program for a couple of months. Some of us have been with **SACAT** already for a few years and some of us just started but the beauty of the system is that it's a very, very simple to do.

And all you have to do is answer the question authentically. So if you're ready I can just tell you how to do the Branding from the Heart process. This process, I discovered. Actually I downloaded this process during one of the tele-classes I was offering. I started immediately after getting the **SACAT** certification.

I started offering tele-classes on how to do the Attraction Plan and over a period of time and as I started learning Social Networking, **I started teaching people how to use Social Networks for authentic marketing and expressing what makes them tick through the Social Networks to attract perfect customers.**

It was during one of those classes that I downloaded this process and been using it ever since. I say it's a process that you can use to name anything in your business – to name your business, to come up with your tagline, to develop blog posts, to come up with magical keywords.

Cherie was sharing earlier that we worked together to come up with her program name and actually the subtitles of things and it was all based on what makes her tick. And what I love about this is that whenever you use the words that you resonate with—**I call them your tick words.**

Whenever you use tick words in your marketing, they have a strong magnetic power not only over your perfect customers but over yourself.

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Guest is asking Abraham questions about marketing.

Guest: I just got what my confusion was. I was thinking there was something to know or there was some story, there was something to say.

Abe: You think that you need to convey it to them verbally through action and you might want to do that because it's fun. We were talking about how articulate some of you are and it is kind of fun to do that but the laws of the universe are responding to the vibrational core so these are the prerequisites for you doing really well with the offering of something:

You must adore it yourself and you must believe completely in the value of it and the benefit to others. And when you are there, then those that are looking for the benefit that it offers will flock to it and you'll be right there to welcome them. - Abraham-Hicks, San Francisco 03-22-2009

So when you say your words, like in my case, it might be Magical Marketing or sometimes I'll say I do wildly attractive websites and when I say that I feel really good and I kind of sparkle and I get all excited and people can see that. They can feel that.

They can hear it in my voice that I'm excited about what I'm talking about because it's authentic. I'm not trying to remember what somebody told me on some marketing thing that I didn't quite understand and then try to convey that to somebody. That often what happens, by the way is that when we go and get marketing advice, that marketing adviser will tell you what worked for them and they'll have all the steps laid out for you and if they don't resonate with you, then it's going to be an alienating process. That's what I think happens to most people in business, unless you're lucky to attract somebody that really gets you and helps you to be authentic.

Jan: Hey, Julia? Could I pipe in for a moment?

Julia: Oh, yeah. Please go ahead.

Jan: One thought that was bubbling up for me in the mention about your tick and then relating it to marketing, is that your tick may not be the same words as you use in your marketing. Really, you make it all tickled and pink around Magical Marketing. There's something underneath that about what makes you tick said how'd you be tickled.

Julia: And what would that be?

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Jan: It's about bee-ing love.

Julia: I knew you'd say that to me.

Jan: Yeah, I like your reminder that when you sat around the circle at the beta, that what really broke things open for you, if I remember right, was about love and bee-ing love and I really remember everything I hear you saying. I'm not disputing anything you're saying. I just wanted people to understand that I like to say that what makes us tick maybe reflected in different flavors.

Julia: Yeah, different flavors. I mean when I had done the **Landmark** work back in the '90s and we did Landmark Education and I was in a program called the Advanced Forum where we determine our possibility and I remember spending about two days coming out with the words that would reflect my possibility for life.

What those words were, were absolute freedom, creativity and love. And those are still words that I consider to be my tick words. The thing that I was hiding—and I wasn't trying to hide the love part—and I do have a passion for people. I'm a humanist.

There was an aspect of myself that I was hiding. Now it's the magical part and that's probably the part that was so repressed all those years. That's why I'm so excited about being able to share it in my business so much. So I would say that you saw that in me, Jan. You saw the love in me and you actually got me to try on bee-ing that and I really get it, that bee-ing that helps me to be more authentic and I'm trying to get loose about this 'cause sometimes people worry I might not be coming up with the exact right words and the tick words to me are the words that right now reflects who you are the best.

Jan: Right.

Julia: And that when you say them you get either goose bumps or you just feel really, really good.

Jan: Right.

Julia: And then using those in your marketing is going to help you to communicate your vibration to other people.

Jan: Just for a moment, there's a little bit of background noise. Somebody would mute 4*. I think it's *6. This one is *6?

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Alan Hickman: There you go.

Julia: So to come up with my tick words, I just kind of tap inside and say what really for you would be it. Freedom would be the number one thing. It's at the forefront of every decision I've ever made in my life and creativity; I must be creative every day. That's been there, all the whole, whole while and love has been there communicating – love of being from the heart and being authentic.

Jan: And those are again, it's flavors of what's most important to you and what makes you tick.

Julia: That's right. They're flavors.

Jan: You know I have a fundamental tick of being the voice of feminine spirits and whenever I say that I just feel like I have come home.

Julia: Yes.

Jan: And I don't necessarily put that out to the public.

Julia: Well, if you and I were working together I'd be advising you to for that.

Jan: Maybe this is a good conversation I have now but I know 10 years ago when I got that and even before that. You know in the beginning it wasn't comfortable to say certain things in front of certain audiences.

Julia: Yeah.

Jan: And I know just in the evolution of where I've come and I feel where business has come. You know when I really got that, which was actually before Perfect Customers was born, I wasn't comfortable to say that in front of business people 'cause I still had that and I think that's kind of the consensus I felt of business people that there were just certain things you didn't say like that.

Julia: Exactly. It's not "professional".

Jan: Yeah.

Alan Hickman: This is Alan. I really resonate with this conversation because of being a man and being Capricorn and being steeped in that traditional

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marketing world and now today with all of the web technology that's available – Social Networking and whatnot. When you mentioned for example, using this technique that you have for the name of your business, your blog posts and your keywords, that just is magical!

Because just trying to come up with keywords that work, man, you can go into a whole amazing mental arena and this transforms that whole conversation.

Julia: I know. There are a lot of people that like to do a lot of Google analytics and kind of analyze it and ultimately it comes out to whatever you think as a logical explanation for what you're doing is probably the best keyword phrase, anyway.

But the thing about keywords to me is that when you actually start using keywords that reflect who you are, people will recognize that so if they do searches for something similar and you come up, the words that you use are going to make a difference into whether or not they click on you and I could say in my industry, there's enough flick boring designers, frankly. And there's nothing entire to what comes through my in basket from people. It sounds like everybody went through a cookie cutter or marketing program.

Jan: They did.

Julia: And they pass around the email that everybody's going to use and then they just plug and play with a couple of word changes. They actually do that and I study these people. I've been studying them for years. A lot of them have some really good ideas. I take those and then I sort of revive them into a more authentic, expressive format. I just don't think that everyone should have a white page with red Helvetica, 24-point centered bold and type at the top.

Jan: Oh, wow.

Julia: What happened to branding in that case?

Jan: Yeah.

Julia: And I feel like it's a disservice to people. I think that it actually is an insult. It's a pretend thing. It's a thing that they say works to get people's attention or something. It's not going to work for very long. What I want to do with people is help you come up with a brand identity, both in the words and the imagery that you use as well as how you show up in the world. It's long-term. It's sustainable for you that it's fulfilling and expresses your real

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purpose. I don't want to be 90 years old and I look behind me and say, "Oh, I just did business."

Jan: Right.

Julia: I want to look behind me and say, "I expressed myself at the fullest of my ability, that I lived my purpose in life to the fullest of my ability and as a business person, since I'm doing my business all day long, what that means is that I'm living my purpose in my business all day long with every word that I say and every image that I ever create. And that's what I want for people. I wanted to be where you go out there and you are expressing your true purpose and only then can your people really get you.

Jan: Right. Julia, this is Jan. That is so powerful. I thought that maybe before you go on to the next piece, maybe there might be a few people that want to share what they're noticing for themselves or what they're getting out of this enlightened conversation.

Julia: Yeah and I just want to leave enough time to just give you the simple process.

Jan: Yeah, let's just take a few people, just to highlight what you're noticing for yourself.

Beth: I've been studying Internet Marketing for a couple of years and planning to do this business and finally I'm going to do it but I've been paying particular attention to what I do like and what I don't like from different websites and emails that I get and so forth and one of the things that came clearest to me in the last short while is that I'm really more attracted to people who don't run with the crowd and do things differently which is why I came across Perfect Customers and fight for this. I'm like the lighthouse with a little thing that goes around.

I want to do that for myself, to stand out in my field rather than being one of many that does the same thing. That's what I'm getting out of this, that I want to be true to myself and that my perfect customers will get that because they're that way, too. And so I really want to get in touch with Julia after, I think, later on when I'm ready to do my website and stuff to talk to her about this. That's it.

Julia: This is Julia. Yeah, that is exactly what I'm saying. We know because of the Attraction Plan that our perfect customers are basically seeking us now. We know they're out there and we don't even need that many. There are billions of people in the world. We only need a certain number of them.

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Why not have them be perfect for us? And so the branding piece of that is expressing what makes you tick in as clear of a way as you can in the moment and the more that you do that the more deeply you get into that and the more solid you are in your foundation of what makes you tick the clearer it's going to be. I feel it's a process that's going over time. It's developing over time. That's what niche marketing is all about.

Jan: Right.

Julia: It's actually defining a segment of the population that you want to work with.

Jan: Sorry, this is Jan again. I was just feeling that there was one more person before we go on to the next that was sort of bubbling up. I apologize if I cut you off midstream, Julia.

Julia: No, I want to know who it was that was bubbling up, too.

Cherie: It's probably Cherie.

Jan: I thought I saw you bubble there.

Cherie: I wasn't sure really what I wanted to say, though. I'm just being filled with so much energy like light bubbles are going off and flashing. So much of what I'm hearing is so true for me. I think also that it's sometimes a little difficult to really step into the being of what makes me tick and how do I express that?

I know I come across when people meet me and speak to me so much differently and I haven't quite figured that online presence yet and I think that really, in today's world, we need to do that in just listening to Julia speak and feeling the energy from her. It's just kind of coming up to me now and I'm pretty excited about really what's out there when we really step into that place.

Julia: This is Julia. Yeah, Cherie. One thing that comes to mind immediately is video and they have these little videos that you can attach to your computer real easily now and just take a video of yourself talking about what program you have or a little tip that you have for people that will help people to get more of a sense of who you are and it's difficult to be fake on video, I find.

I guess a lot of people do it but that's one thing and of course, there's the branding piece with having that conversation that leads an actual visual

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representation of you can be extremely effective and ongoingly communicating a vibration. It's a feeling. It's kind of a book cover or something like that. We pick it up and we look at it and we say, "It's appealing to me vibrationally. I think I'm going to get this."

That's what we wanted. We want our marketing to visually represent us as well as verbally. That may be a challenge to people because there's a price point with that and so until you can actually afford to use a designer in your marketing, I would say go out and search for photographs that represent you, maybe in a website like <http://www.istockphoto.com/index.php?refnum=WilliamHickman> or something like that where you can get photographs and use them in your website to communicate.



A picture is worth a thousand words kind of stuff but think of it in terms of how does this image attract me? How does it feel vibrationally? And I think that's the kind of conversation that we do in the branding piece, anyway. That's sort of a lead-up – finding photographs and imagery that represent you. I've had clients create whole websites out of what I've taught them in terms of how to set up a blog and how to use social media.

And I've had clients come up with really beautiful stuff though they weren't designers themselves but the just the right selection, the right combination of imagery that they related to work for them. Another question that people often say is, "Well, what if I feel insecure about sharing something so vulnerable? And is it really appropriate to share it in such an environment as a business environment?" I just know from my work at Landmark Education which I did for about four years and they give you a lot of opportunity to share in front of a room in those trainings.

What I learned over the years was that my authentic self was the most compelling self; that if I was trying to memorize something and be funny and slick and all that stuff that it wasn't anywhere near as attractive. In fact, I attracted a number of clients from that environment just because of my authentic self and what I had to offer.

Alan Hickman: Yeah, this is Alan. Julia, I really resonate with that and I have to say the first time that I ever stood in front of a group and spoke from my authentic self was the training that I did with Jan, the first training. She made me do it.

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Jan: Yeah. This is Jan and I still am.

Julia: I didn't know about that.

Alan Hickman: I said, "I have to prepare. I have to memorize all this stuff." She said, "No, just get up there and do it." I said, "Ok."

Julia: Yeah, just share from the heart.

Jan: Ok, I totally apologize for my technical difficulty. Anyway, of course I didn't know any of that was going on with him and the reality is when he stood up to share I thought he did it for a living.

I didn't really know a lot about him at that time and so when he got up and spoke so authentically, I thought he was in the business. I thought he was a public speaker or a workshop teacher or something. I had no idea he had any of these other stuff. Anyway, I just wanted to say Julia, I know we've got about ten more minutes to our call and maybe you could take this into that next piece where you would talk about how to get your magical keywords from your tick.

Julia: Yeah. Roughly, it's easy.

Jan: Thank you.

Julia: So what you do is you get a piece of paper and make two columns and one of the columns you're going to write 'My Tick Words' at the top and on the other column you're going to write 'My Offerings' or 'My Products and Services' or it could be 'Results'. I use the word 'Offerings' but it could be a 'Result' and I'll share some of mine for you to get what I'm talking about.

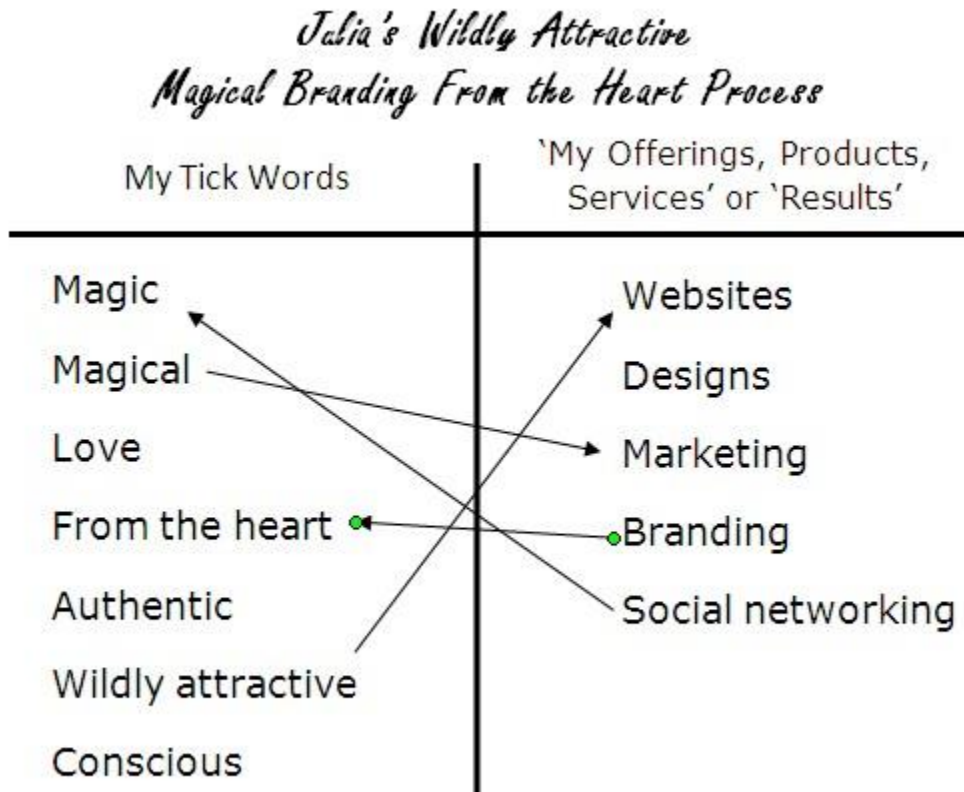
Julia: So under my tick words I would have my standard words like magic or magical and love or from the heart, authentic. I happen to like wildly attractive, conscious and I can kind of go on about that.

And on the other side, my 'Offerings,' I would have websites or designs or marketing, branding. So now I have to two columns. **One has words that resonate with me, the words that I just love.** You know, interestingly as my clients came along and shared what their words were, I would say, "Oh, wow I like that, too" – like beauty, transformation.

Those are some words that I really like. I like using those in my marketing in different places. So **I have a list of all my tick words and then I have a list of my offerings and then I just randomly connect them.**

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You know, those games where you say, "This word goes with that word." So I would take say, a random word like magical and put it with something like marketing and come up with magical marketing.



So my keywords or titles or whatever you want to call them, I use 'wildly attractive websites' as one of mine and I actually dominate them. I'm page one of Google for that. You have to go to my Social Networking class tomorrow to learn about how I do that.

By the way, that's <http://www.socialnetworkingmagic.com> if you want to join me with that tomorrow.

Jan: Julia, this is Jan. Could you say that again so everybody will know what you have coming up?

Julia: <http://www.socialnetworkingmagic.com>. Now there's another example 'cause Social Networking is one of the offerings and magic is one of the tick words and I just combined them and then get a URL.

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That's great - so wildly attractive websites, Social Networking magic, magical marketing and some of my longer terms would sometimes be practical like law of attraction. It makes me tick.

Law of attraction definitely makes me tick so combining law of attraction with marketing is a practical keyword phrase. It was the first keyword phrase that I used - Law of Attraction Marketing and now I dominate the first four positions on page one of Google for that. And what I noticed by the way, is that if I dominate for one keyword phrase like Law of Attraction Marketing on Google, people find me for other phrases "*magically*."

Do you know about over 50% of all queries are first-time queries, they've never been exactly done that way before? People just use their intuition when they're searching online. In that realm of intuition they're going to come up with words that make them tick, really and combine them with the results that they want to get and then they'll somehow put that in and somehow you'll come up. That's what happens to me quite often.

Jan: We have that happen recently where someone connected with us, who had done a Google search on heart centered selling.

Jan: Even though that's not something I've really ever spoken about but all of a sudden I'm like, "Hmmm..."

Julia: It was probably those words are actually in your marketing somewhere.

Jan: Somewhere, probably so.

Julia: And because of the fact that you've been coming up for other queries that you've actually been going for, people can find you. It partially is the magic of Google which is just the best thing ever.

I just love Google but partially it's their magic and partially it's your magic. I've always had the sense of that online marketing before we had a great Google, before we had all these Social Networks.

I remember putting out advertisements that I just had a consciousness that I was putting them out to the universe and that somehow the universe was going to match me with the right people. I was like the attraction planner but I was just putting it the mark. It was basically my attraction plan that was my ad and I was doing that exactly 12 years ago but I wasn't doing it as consciously as I do it now.

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Jan: This is Jan. I really love how you've taken the Attraction Plan into the Internet basis and spreading your ability to attract, making yourself more attractive through giving all these tips and techniques. So I really wanted to say thank you for sharing this with us.

Julia: You're welcome.

Alan Hickman: I have one question for you, Julia?

Julia: Yeah.

Alan Hickman: So this technique, what do you call this system where you have to write on the left 'My Tick Words' and on the right 'My Offerings'?

Julia: I call it the Branding from the Heart process.

Alan Hickman: Ok. It truly is magical.

Julia: You know it's amazing when we do this in my classes.

Alan Hickman: Yeah!

Julia: What happens and you can get goose bumps all up and down when you get it right.

Jan: It's beautiful.

Alan Hickman: Yeah! It's just as I wrote down the words as you were saying them for yourself then I just kind of drew lines and I saw how wildly attractive websites showed up.

Julia: Right.

Alan Hickman: Seemingly out of the blue magically!

Julia: Out of the blue. So does anyone have any questions about that process? You know, when we do it in my classes, sometimes you just know. That's a blog post. That's not going to be the name of my whole system. So that's how we come up with blog posts. It might be something like conscious marketing. That may not be my whole thing but what would that article be like? What would I say in a blog post, say about conscious marketing?

Jan: That's great.

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Julia: And then sometimes you'll just hit on something where you think, "Wow, that actually describes everything that I'm up to."

Jan: That's great. Julia, this is Jan again. And again, for me I love a process and a strategy so this is giving me a new insight on ways to market and how to come up with wildly attractive ideas that you've shared with us.

Julia: You're welcome. I thought I heard Beth trying to ask a question. Do you have something, Beth?

Beth: Oh, this is a comment. Out of this process that you showed us and the Bee-ing Attraction process, I have come to realize the best things are often the simplest.

Julia: Yeah.

Beth: That they're easy to teach others and yet they're so transformational, just like your word. It's just incredible how the four questions in the Bee-ing Attraction process and the two columns that you have, they make a huge difference and at a very simple easy way and a lot of times I complicate things in my own life and through this course I've been discovering that I can just make it simple and break it down into little stuff and do it and it's working and I love that that you shared this because when you were giving us the two columns I was putting them together before you said to.

I was just going across, you know and going, "Wow! I can see how that would work!" And then you said how to do it and I already knew it and I was like, "Wow!" So thank you.

Julia: Well thanks, Beth and what I would suggest that people do and with the wizards here, is do this process for yourself. Put your tick words on one side and put your offerings on the other and see what you come up with and then share it. Share it with the group. You know, if we're all communicating with each other and responding then it's a great brainstorming tool or maybe it's the mastermind to do it.

Cherie: Julia, I'm sorry. This is Cherie. I just have a question. I kind of cut out for some reason when you were going through it and so the tick words are on the left column and the offerings – are those the products and services that you have?

Julia: Yeah, it could be products. It could be services or it could be result.

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Cherie: Ok.

Julia: Like in your case, there might be a result; like a perfect relationship.

Cherie: Thank you. I appreciate that. I'm going to be calling you.

Julia: Ok.

Jan: All right, I think we're about time to close for now and I know we have gotten a lot of value here and once more I want to say thank you, thank you, thank you. So leave people how they can get in touch with you if they would like to connect with you directly.

Julia: Ok, well there are a couple of things. One, I have a phone number and that is 707-823-3316. Again, that's 707-823-3316. I'm here on the west coast in California. You can get a free download of Branding from the Heart class I did at <http://www.magicalmarketingtoolkit.com> and that's also how you get on my ezine list and then my free class.

I have a free class tomorrow called Social Networking Basics for Conscious Entrepreneurs and this is my overview on how conscious entrepreneurs can use Social Networks to share themselves authentically and attract perfect customers. So these are probably the three best ways. If you want to see my designs, you can go to <http://www.wildlyattractivedesigns.com> and that's my portfolio site.

Jan: Ok.

Julia: <http://www.wildlyattractivedesigns.com>

Jan: And now we know where you got that.

Julia: Now we know how I got that.

Jan: Yeah.

Alan Hickman: Yeah, isn't it great?

Jan: It's great. All right, maybe if you would like to join you could just send out a notice to everybody on the Bee-ing Attraction Google Group on how to connect and get on some of those calls with you.

Alan Hickman: The Wizards Group?

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Jan: All right, well thanks again and everybody, thanks for being here and let's just close by sharing one or two words of what was the most valuable thing for you that you received out of being here today. So I'm just going to call on you so we can move through real quickly and Cherie, would you? What value did you most receive?

Cherie: Oh, the Branding from the Heart process with the two columns. I'm excited to sit down and play with this.

Jan: Awesome! Thank you. And Kaia?

Kaia: I was thinking, "Oh, I have all these puzzle pieces. I can put them together to make things and wonderful phrases out of them."

Jan: Super. Thank you. And Beth?

Beth: Simple

Jan: Simple. I love that, yes. Thank you. And Sherry?

Sherry: Fun, the fun process. I love words.

Alan: Yeah.

Jan: Me too. Thank you. Ivan?

Ivan: I love the concept of branding from the heart. That's what really got me.

Guy: I just think this two-column thing is great and branding from the heart.

Jan: Yes, thank you.

Alan Hickman: This is Alan. For me, it's tick words. I love the idea of making the branding from the heart list of tick words, matching up with products, services or results.

Jan: And was there anybody else who had joined the call and I didn't know you were here?

Patty: Yeah, this is Patty.

Jan: Ok.

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Patty: It's just about you know, kind of coming out of hiding and I certainly love the two columns. Thanks, Julia for that.

Jan: Yeah. Anybody else who joined in that hadn't said hello yet? All right. And for me I love the simplicity. That's my word – simple. Like it. And Julia, what was most valuable for you? Oh, sorry. Go ahead.

Julia: I have a word.

Jan: Ok.

Julia: Love.

End of transcription.

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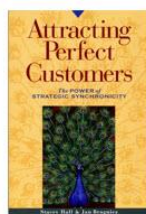
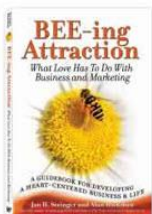
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