

I HONOR OUR @NNECTION.

THANK YOU FOR HELPING ME TO CREATE
SOMETHING THAT I FEEL CALLED TO DO -
TO SUPPORT QUIET LEADERS TO SHARE
THEIR BIG IMPACT ON THE WORLD.

I INVITE YOU TO TAKE PART
ON THIS JOURNEY WITH ME.

MY INTENTION IS TO HELP YOU BUILD YOUR BRAND
WITH YOUR OWN VISION AND VOICE.
TO ULTIMATELY TRANSFORM LIVES THROUGH
YOUR OWN VISION OF BEAUTY.

THIS IS WHAT I CREATED
FROM MY HEART TO YOURS . . .

<3

(QUIET VOICE.) BIG IMPACT.

A SOULFUL GUIDE TO BRANDING FOR INTROVERTED LEADERS OF BEAUTY

An 8 Week Course
+
Optional 3 Month Mastermind

- :: Gain clarity for your voice and brand
- :: Build confidence to be in the spotlight & promote yourself in a genuine way
- :: Step-by-step action plan to make your brand vision a reality

Our journey together begins August 2014

* Claim your Inner Circle VIP Spot
by Tuesday, June 3rd to receive special bonus support *

// I HONOR YOU AS AN INTROVERT:

:: Observer of life

:: See beyond the surface of situations and people

:: Able to read people and what they need that they don't even realize

:: Kind, compassionate, nurturing

:: Good listener

:: Deep sensitivity of others

:: Intuitive

:: Want to build an authentic brand that transforms lives through beauty

// YOU JUST NEED SOME SUPPORT:

:: Fear of promoting yourself

:: Fear of being seen to speak with confidence and eloquence about your brand

:: Not wanting to be criticized and judged

:: Unsure if you have what it takes to be successful and maintain your success

:: Fear of failure

:: Unclear on own voice and value that you offer

:: Feel overwhelmed with the whole branding process

:: Not wanting to change and become more extroverted, fake or forced in order to be successful

:: Tired of playing small

:: Afraid to invest in the time and money because you're not sure it will work for you

// WHO IS THIS COURSE FOR?

:: Introverted leaders who need clarity, confidence and support to create their own authentic brands. They may or may not have a business yet. They know what their passion is, but just need help sharing their message with the world in a way that feels true to their voice.

:: This course is for heart-centered entrepreneurs for both service and product-based businesses. Through their unique passions, they want to transform lives by spreading the message of inner beauty and help women reconnect with who they are from the inside out.

:: This course is especially suited for soulful leaders of the beauty and fashion industry. These leaders have a genuine desire to make a positive impact on this industry which tends to focus on the external for a sense of self-validation. But working in this industry is not required to benefit from this course.

// WHO IS THIS COURSE NOT FOR?

:: If you don't know what your passion is. This course will help you gain clarity for your voice and brand message, but is not set up to help you discover your passion.

:: If you are expecting quick results. Creating a meaningful and impactful brand is an organic process that takes time to develop. This process takes personal commitment and consistent, purposeful action.

:: If you have a negative attitude and not open to learning and growing. This course will benefit those who are open to self-growth, kind, genuine and willing to support others to succeed.

:: If you are not willing to fully commit to your own success and do your very best.

// COURSE BREAKDOWN:

PART I: SOUL-CENTERED FOUNDATION

MODULE 1: YOUR BEAUTY: OWNING THE ESSENCE OF YOUR WORTH

- :: Discover how redefining your own beauty is the foundation of your success
- :: Learn how to gain clarity about the essence and value of who you truly are, beyond what you do
- :: Discover how to boost your confidence – in yourself and your voice
- :: Learn how to become clear on your brand and message
- :: Find out how to release your fears of being judged and being seen

MODULE 2: YOUR ROLE: HONORING YOUR BRAND AS YOUR CALLING AND YOU AS A LEADER OF BEAUTY

- :: Find the clarity you need to promote yourself in a way that feels true to you without it feeling fake or forced or having to change who you are to be successful
- :: Discover how branding and self-promotion can feel like a natural extension of you with the process being easy and fun
- :: Find out how to feel more comfortable to be in the spotlight and lead in an authentic way
- :: Learn how to trust in yourself to lead your own successful brand
- :: Discover your “Why” and greater mission while being supported by something greater as you follow your calling to serve

(PAUSE & BREATHE)

INTEGRATION WEEK:

TIME TO SYNC IN: BRIDGING BETWEEN SOUL & STRATEGY

:: Integration and reflection time to honor your energy and progress

:: Surprise Bonus

// PART II: HEART-CENTERED STRATEGY

MODULE 3: YOUR BRIDGE: ACTIVATING YOUR VISION INTO REALITY

- :: Learn how to move from soul to practicality – How to take what's in your heart and create practical action steps
- :: Discover how to attract your dream clients by helping them to reach their ideal transformation
- :: Find out how to create your brand as a dynamic, magnetic and engaging experience
- :: Learn how to gain clarity on your value and positioning
- :: Find out how to use your personal life experiences in order to strengthen your brand

MODULE 4: YOUR CONNECTION: CREATING COMMUNITY THROUGH GENUINE CONNECTION

- :: Discover how to effortlessly connect with your dream clients in your natural way as an introvert
- :: Learn how to build your own genuine community without feeling forced or pushy
- :: Learn how to feel confident in connecting with others
- :: Discover how to share your value while having fun
- :: Discover how to find your dream clients
- :: Learn how to use your strengths as an introvert to deeply serve your ideal clients

MODULE 5: YOUR PLAN:
CREATING A CLEAR BRAND STRATEGY WITH SOUL

- :: Learn how to create a clear and aligned brand guide as your foundation to build your brand
- :: Discover how to create an purposeful promotional brand strategy with tangible action steps

MODULE 6: YOUR VOICE:
PROMOTING YOURSELF IN YOUR OWN BEAUTIFUL WAY

- :: Discover how sharing your message through your beauty a beautiful body of work creates real impact and genuine connection
- :: Learn how to redefine self-promotion in a way that feels true to you
- :: Find out how to express your message with style based on your own creativity
- :: Learn how to create authentic visual content to share on social media
- :: Learn ideas on how to share your value and expertise online

MODULE 7: YOUR OFFERING:
CREATING AN OFFERING THAT TRANSFORMS LIVES THROUGH BEAUTY

- :: Discover how to create an offering that makes a positive impact for your dream clients by helping them connect with their own inner beauty

(PARTY TIME)

>> BONUS WEEK: YOUR ACOMPLISHMENTS:
CELEBRATING YOUR PROGRESS & WINS

:: Sharing our wins with the group

// SHARING THE LOVE <3

One of the biggest reasons I chose Jennifer to create my brand was because I love her energy and professionalism. Jennifer is extremely talented in everything she does and is a perfectionist making sure everything is done to her client's satisfaction. She truly delivers exceptional design and strategic brand coaching support. I always look forward to our Skype coaching calls each week and feel empowered and refreshed afterwards. **With her support, I am creating an authentic brand for my salon and cosmetic line that communicates my passion for being a true leader of beauty, helping my clients to look and feel beautiful from the inside out.** I would definitely recommend Jennifer for all your branding needs.

- KELSI HERMUS, OWNER OF HAIR & MAKE-UP SALON
POSITIVE EYEDENTITIES

Jennifer has been pivotal in growing my business. Her passion, enthusiasm and experience are helping me in the development, creation and success of my beauty brand. She is hardworking and focused on every detail. I highly recommended her beauty brand program which includes meaningful strategy and design. I now have more clarity to communicate the unique message of my CFK beauty brand. I am inspired to help my ideal clients own their personal style and inner beauty. With her support, I am very happy and proud of the great start and growth of my business.

- CAROLINA KAHN, HAIR & MAKE-UP DESIGNER
CFK LUXURY COLOMBIAN HAIR & MAKE-UP ACCESSORIES

Jennifer is incredibly talented, smart and inspirational in her work with branding. **She is able to reach deep down into her client's soul to bring out the richness of their message with authenticity. It is amazing how well she can translate this information into unique words and graphic design.** In addition I'm so impressed with her dedication and how easy it is to work with her. I always look forward to our sessions.

- FRANCESCA ORDANA, CLOTHING DESIGNER
FRANCESCA OH!

Connecting with Jennifer has been a priceless gift. Her years of valuable experience and creative talent makes her a mine rich with insights. **Her soulful vision and outlook has expanded any of my previous fears and reservations about creating my unique brand. My business now feels in complete alignment with my voice and my values.** Working with her allows my best work to come to the surface and a clear brand and messaging are the beautiful results. It's been a true joy to learn from a master of design and beauty. She is truly the real deal and a leader that I'm grateful to create with. I look forward to continuing to work with her and witness the amazing impact she will undoubtedly have on the lives of her many clients, students, and on the industry itself.

- JALEH ZADIEH, PERSONAL SUCCESS COACH
RIGHT HAD LADY & FOUNDER OF HIP HOP MEDITATION

I had the most insightful session with Jennifer. **Being a visionary and an introvert, I often struggle with details.** This time, I was struggling with identifying my ideal customer and finding the most genuine and effective way to connect. Jennifer's strategy was simple and very effective. **She guided me back to the WHY! Subtracting all the external noise, I remembered why I am passionate about what I do and the ideal customer was... well...obvious!** This was definitely not a short term fix. Jennifer and I are still in contact. Thank you Jennifer!

- SHAVONNE BROOM,
PERSONAL FASHION STYLIST

What I found most valuable about talking about my brand with Jennifer was that I got more clarity about what I should be doing next - my next steps - and also about how to communicate better about my brand and how to connect better with my ideal clients. Jennifer really helped me realise the best direction I should take moving forward and how to integrate my new coaching practice into my current style business. I got a lot of insights about my current path and Jennifer helped me see things from another perspective so now I'm feeling more confident, relaxed and happy about my business, and that feels awesome because things were feeling hard and a bit depressing before... Thanks so much for your help Jennifer!

- LENA PENTEANDO,
PROFESSIONAL IMAGE CONSULTANT

Speaking with Jenn provided me with an incredible amount of insight and clarity. She knows how to ask questions that get to the heart of who I am as a business woman, the service I provide, and how I want to guide my brand to it's fullest realization. Before our call I would have never had the inner clarity to think of myself as a having truly unique and worthwhile content to share with my niche, or to think that I had enough expertise to share my journey. I was also struggling before with wanting to shape my brand quickly, but realized from my conversations with Jenn that in order to have a truly unique brand I have to trust the organic nature of my brand's growth. I would definitely recommend working with Jenn. **She truly sees inherent possibilities within people and brands and is an artist in being able to draw those qualities and possibilities out of a person, helping them design their path.**

- JEN KIABA, PHOTOGRAPHER
JEN KIABA PHOTOGRAPHY

In connecting with Jennifer, I realized that my brand has to come from within me and that I need to connect to who I truly am and not worry about what others may think. Once that connection is made things can flow very easily because I am connecting to my true spirit. This eased my anxious mind from worrying about what people will think or judge about my business and self. I am more present and aware of listening to myself and what I am truly here to express and be in this world, not what others think or expect of me. This is truly huge for me and I realize how important this is when trying to relay my message and business to the world. I would definitely recommend Jennifer because her branding and design services are very unique and she has a great depth of knowledge on bringing out your true self. **Jennifer is easy to talk to and connect with and you can tell she truly wants to help and be there for you. I think she is very gifted and having her work with you can make a great impact on your business.**

- CRISTY NEUNSON,
HEALTH COACH

Jennifer was extremely instrumental in helping me discover my vision! It was amazing and organic. Through our conversation and her leading questions it finally came out. For weeks I've been struggling and BAM there it was right there! She was able to gently lead me through each question regarding my brand and goals. At the end of our session, I felt like a weight had been lifted off! I am very thankful.

- SARA WRIGHT,
LIFE COACH

// COMMON QUESTIONS

What will I receive through this course?

1. Clarity for your voice and brand to transform lives
2. Confidence to promote your brand in a genuine way as an introvert
3. Soulful strategy based on a step-by-step action plan to create your authentic brand

What is a leader of beauty?

Do I have to be in the beauty and fashion industry to take this course?

A leader of beauty intuitively believes in the power of inner beauty to transform lives by helping women reconnect with who they are from the inside out.

No, it is not necessary that you work in the beauty and fashion industry to benefit from this course. However, it is important that you resonate with inner beauty as the foundation to impact women's lives through your own brand.

For leaders in the beauty and fashion industry, this course will help you make a positive impact on this industry by spreading your message of inner beauty.

How much time will I need each week to do the course?

Everyone works differently and at their own pace, but dedicating 4-6 hours a week is recommended to get the most from this course.

Is there a payment plan?

Yes, you can either pay in-full or in (2) installments.
See pg. 17-18 for the payment plans for each course option.

What if it doesn't work for me?

Check out the Happiness Guarantee on pg. 20.

If I don't consider myself as a leader, can I benefit from this course?

Absolutely. This course focuses on leading yourself first and foremost. We focus on trusting your own inner voice and inner guidance so you can lead yourself and your own brand. You define what leadership means to you. To lead others, you must first lead yourself. This course helps you gain the confidence you need to share your brand and lead in your own way.

As an introvert, what kind of big impact can I expect from doing this course?

Your quiet voice has innate strength and power. In your own way, you can create big impact. You have the ability to positively change lives with your unique message and passion. This course is designed for you to use your strengths as an introvert and create a beautiful and meaningful brand that fosters genuine connection, ultimately transforming the lives of your dream clients.

What is a mastermind? How would it benefit me?

And why is there an application process to participate in the mastermind?

A mastermind is a group of like-minded individuals who support one another to reach their goals through genuine, kind support and accountability. The group dynamic creates an intelligent group mind that allows for highly creative solutions.

Participating in the mastermind will provide ongoing support and accountability to help bring your brand to the next level. It will be the necessary momentum you need to take purposeful action steps.

The mastermind will begin after the 8-week course ends. The group will be made up of 12 participants which will then be broken into two groups of 6 in order to create an intimate and genuinely supportive group. The groups will meet bi-weekly. I will help facilitate the group support. The sessions will be recorded on the course web site.

There is an interview process to create a harmonious group dynamic. My intention is to not exclude anyone, but to create a highly supportive group with genuine chemistry. This allows the entire group to rise together within this aligned and safe space.

Applicants must apply by Tuesday, June 3rd to receive the Early Bird bonuses.

I've done similar branding courses before. How is this different?

This course takes a holistic approach integrating both soul & strategy. Through the course, we will get to the heart of your value and create an actionable plan to share your brand through your unique voice. I will help you to use your quiet voice to create a positive impact.

The idea of creating my own brand feels overwhelming. Can I really do this?

Yes, you can. You are not alone on this journey. I will guide you through this process. Plus, you have supportive community. This course is the culmination of my 40 years life experience and 17 years of branding and design experience. Through my own trial and error, I have found a soulful system to help you feel clear and confident as you build and share your own impactful brand.

This all sounds good, but I don't know if this is right for me. I'm very busy. I don't know if I have the time and the money right now.

This decision to move forward is about so much more than time and money. It's about investing in yourself. There is never a perfect time. And money may be a real challenge. But truly, this is about making a personal commitment into your success. I've found that if you really want something, you'll find a way.

It's totally normal to feel scared. Fear is a part of the process. It's what you do with the fear that matters. Let your commitment to persevere override your fears. I created this course to guide and support you through this entire process. I will help you build the foundation you need to create a brand that is true to you and helps to transform lives through your passion.

How do I sign up?

For the Gold Level: 8-Week Course, see pg. 17 and click on the payment option that works best for you.

For the Platinum Level: 8-Week Course + Mastermind, email me at info@dawningsoul.com to apply for the mastermind.

Got more Qs?

Just email me at info@dawningsoul.com.
I'm happy to help and see if this course is the right fit for you. :)

// READY TO SHARE YOUR CALING?

// OPTION 1: GOLD LEVEL

8 Week Course

Includes:

- Video, Audio, Work-It Sheets
- Weekly Live Q&A Calls
- “Quiet Voice. Big Impact.” Private Facebook Group
- Lifetime Access to Course

\$997 (\$2500 Value)

FULL PAY
{ \$200 Savings }

or

(2) Payments of \$600 (After 1st payment, the 2nd will be charged after 30 days)

2 PAYMENTS

>> Early Bird Bonus: (\$1000 Value)
(Claim by Tuesday, June 3rd at 5pm CST.)

- :: Bonus videos to help prepare you for the course
- :: Live Q&A Pre-session to answer questions on branding and design
- :: Special gift mailed to you

// OPTION 2: PLATINUM LEVEL

Private Mastermind after the 8 week course for implementation of training within a group of like-minded, supportive leaders.

Only 12 spots are available to allow for intimate and genuine support. *

Includes:

- In Addition to the Core 8 Week Course:

- Video, Audio, Work-It Sheets
- Weekly Live Q&A Calls
- “Quiet Voice. Big Impact.” Private Facebook Group
- Lifetime Access to Course

+ 3 months Mastermind Support

Bi-weekly live group coaching calls (Total:12 hours of private coaching)

\$2597 In Full (\$5000 Value)

or

(2) Payments of \$1400

**>> Early Bird Bonus: (\$1500 Value)
(Claim by Tuesday, June 3rd at 5pm CST.)**

- :: Group coaching call on Spreecast prior to course
- :: Bonus videos to help prepare you for the course
- :: Live Q&A Pre-session to answer questions on branding and design
- :: Special gift mailed to you

* There is an application process to participate in the mastermind. My intention is to not exclude anyone. But I feel that it's very important that we create a harmonious and intimate group that will allow for genuine ongoing support as everyone takes their brand to the next level for 2015. **Email me at info@dawningsoul.com to apply.**

APPLY HERE

>> TO THE FIRST 5
INNER CIRCLE EARLY DECIDERS:

IF YOU FEEL MOVED TO TAKE INSPIRED ACTION,
I'D LOVE TO GIVE YOU ADDED PERSONAL SUPPORT:

:: (2) Complimentary private 60-min coaching sessions with me.

Sessions scheduled before or during 8-week course.

+

Early Bird Bonuses as described under each course option.

(\$2000 Total Value)

**** Claim your Special Inner Circle Bonus by: Tuesday, June 3rd at 5pm CST. ****

+ ONE LAST BONUS...

BRING A FRIEND, GET MORE LOVE! <3

**:: If you refer a friend who also signs up for the course, you will receive
an additional private 60-min coaching sessions with me.**

// HAPPINESS GUARANTEE

No worries. I know this is a big step and I want you to feel comfortable with your decision. It's important to me that you feel good on this journey to create your own inspired brand. If after 14 days the course begins, you feel that you didn't receive the value you needed from this course, you'll get a full refund. I just ask that you provide your completed Work-It Sheets for the first two modules.

IF YOU FEEL MOVED TO TAKE PART ON THIS JOURNEY WITH ME
TO CREATE YOUR OWN YOUR BEAUTIFUL BRAND, I LOOK FORWARD
TO TAKING THE NEXT STEPS TOGETHER.

I KNOW IT TAKES COURAGE TO STEP OUT ON FAITH AND SHARE
WHAT'S IN YOUR HEART. TO TAKE THE NEXT STEP AND GO TO
THE NEXT LEVEL, I KNOW YOU WOULD BE INVESTING IN
YOURSELF THROUGH ME.

THAT'S A BIG DEAL.

IF YOU COMMIT TO YOURSELF ON THIS JOURNEY, I AM COMMITTED TO
EMPOWERING YOU TO USE YOUR QUIETLY BEAUTIFUL VOICE TO
CREATE BIG IMPACT THROUGH YOUR OWN INSPIRING BRAND.

THE FIRST STEP IS ALWAYS THE HARDEST. TO DECIDE.

BUT IF THIS FEELS RIGHT TO YOU AND YOU CHOOSE TO INVEST IN
YOURSELF, KNOW THAT ALL OF LIFE WILL SUPPORT YOU TO SEE
YOUR VISION THROUGH.

TRUST AND BELIEVE THAT THIS IS YOUR TIME <3.

MUCH LOVE & SUCCESS,

JENN

P.S.

ONLY YOU KNOW WHAT'S BEST FOR YOU.

I TRUST THAT YOU WILL MAKE THE RIGHT DECISION FOR YOURSELF.

WHETHER OR NOT WE MOVE FORWARD TOGETHER,

I WISH YOU SO MUCH LOVE AND SUCCESS.

I'D LOVE TO SHARE ONE OF MY PERSONAL POEMS WITH YOU

TO HELP INSPIRE YOU ON YOUR JOURNEY.

MY TIME HAS COME

This is not me

The one who I have always known and created a polished self image for

This is the mask taken off

This is the face of certainty, of truth

Of whom I have known and felt, but never have shared with the world

Now is my time

Now there is no fear, shame or worry left

The drape has been pulled wide open

Revealing what is, and what shall always be

Me, my Soul

My Spirit

My Eternity