



WORK YOUR LIGHT™

LET YOUR SPIRIT BE YOUR BRAND
BRAND BOOK



WORK YOUR LIGHT™

ONLINE COURSE AND
COMMUNITY FOR LIGHTWORKERS

LESSON 1:

LET YOUR SPIRIT BE YOUR BRAND

I spent over a decade in advertising helping some of the world's biggest brands find their authentic voice. Brands throw millions into carefully curating what you have right now. What no person or thing can take away or come close to impersonating.

The whole process of branding is personification. Because brands aren't born with a unique spirit (unlike you), their spirit must be manufactured. Establishing a brand for a product is the process of quite literally creating a personality, set of beliefs, tone of voice, and visual style that did not exist prior to creating it.

You were born with your own personal brand, you might not have known it, but it existed in full the moment you took your first breath. But it didn't begin there. You've been curating it for maybe hundreds, thousands, perhaps even millions of years. It's living and breathing in a constant state of evolution. It's your essence, your spirit, your You-ness.

It's You ©

It's in there. And it wants to come out. Now it's just a matter of identifying, remembering, and choosing to bring it out into the light of day. It's you at your most expansive. The You, which is bursting to be released. The shining, sparkling, powerful You.

We expand when we allow ourselves to embrace, own, and express the unique wonder of who we truly are. We retract when we turn our back on our magnificence by trying to be more like someone else. When we retract, we go against Source and the flow of the Universe.

Choose to expand and Let Your Spirit Be Your Brand.

You are like no other in this town, city, country, continent, planet, solar system, galaxy, Universe, Multiverse, and beyond. Way beyond. Through all the dimensions

of space and time, there is, never has been and, never will be anyone quite like you. Not even close. Your hair colour, your upbringing, your highs and your lows. Your accent, your nature, and all the lessons you've learned along the way. Your body size, your skin colour, and all the learning from the lives that your soul has swum through before. You are a glorious tapestry that is being woven with every new breath. Evolving with every thought and every act and every moment.

Now, now, now.

In the entire existence of all the humans that ever were and ever will be, none will come close to possessing the same combination of amazingness to what you have right now. You are the gift. You are the light. It's your You that lights up the world. Be like no other.

Be You[©]

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List ten words that describe You best. Your You-ness. Your You[©]. Beyond what society has said about you and the roles you play. Who you really are. At soul level. Your divine luminous self. Trust what comes. There are no wrong answers. Allow yourself to be surprised. Let the part of you that knows whisper...

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

If you had to condense it down to five words, what would they be?

- 1.
- 2.
- 3.
- 4.
- 5.

If you had to condense it down to three words, what would they be?

- 1.
- 2.
- 3.

If you had to pick one, what would it be?

- 1.

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LESSON 2:

YOU'VE BEEN WORKING ON YOU FOR LIFETIMES

The Ego (who we learned to be)

Our ego is the human part of us that sees itself as separate, as 'me' against 'them.' *A Course In Miracles* explains it 'like sunbeams thinking they are separate from the sun, or waves thinking they are separate from the ocean.' We are each sunbeams from the same sun and drops of water from the same ocean.

Often running off a program of fear, the ego is the inner critic, the judge, the victim, and the bully who thinks it is always right and has all the answers. Driven by a fear of 'everyone is out to get me' and 'there is not enough for everyone,' the ego sees the world as unfair and unsafe. It finds it hard to trust others, it lives in the past, it *loves* to create drama and feel sorry for itself (a lot). The ego tends to like things to be hard, believing that we need to 'work' to find our calling (if we are lucky enough to find it).

The ego is driven by a core fear, which colours the lens through which we see the world. When we are living in ego town, we are controlled by our fears. When we are living in a world of fear we are living in our shadow.

It's important to remember that we need our ego to survive on this planet. However, our life will flow more when our ego is serving and supporting the callings of our soul.

The Soul (our ancient self)

The soul is the part of us that we carry from lifetime to lifetime. It is our ancient self. Both deep and hearty, it is a culmination of all the wisdom of the ages that you have trodden and the unique soul gifts that you have mastered over lifetimes.

Each life and experience adds to your authentic imprint. While it has wisdom through lessons learned, it can also carry trauma and patterns from past hurts.

Lifetime after lifetime, we enhance our soul's growth, with the purpose of coming back home to our true essence (our divine self).

When a client comes to me in their dark night of the soul, I cannot help but celebrate. The extreme loss, heartbreak, or crumbling allows the ego to loosen its grip and admit it doesn't have all the answers, which leaves space for the light of the divine self (spirit) to come flooding in.

The Spirit (our light)

The spirit is our divine connection to Source. The light. It is the part of us that is connected to everything in the Universe. It is the spark in our eyes, the spring in our step, the sunshine on our face. It is the part of us that knows that we are completely whole and complete. It's grace. It's our higher self. It's God. It's pure light. It is our mission and calling in ultimate potency.

When you let your spirit be your brand you let your unique light (spirit) flow through your multifaceted soul experiences and also your human self. Most people create brands based on their human self – who they learned to be. But you are not most people. Dig deep, shine your light and let your unique spirit be your brand.

LESSON 2 (CONTINUED):

YOU'VE BEEN WORKING ON YOU FOR LIFETIMES

You're way more than the days that have breathed through you this life. You're also all of the lifetimes that came before. You're male and female, gay and straight, black and white, confident and shy, fat and thin, tall and small, a leader and a follower. And more. All of these experiences have polished your soul into the most magnificent expression that is your authentic self.

You = complete masterpiece.

Your soul has many facets. Imagine a fingerprint, your soul is a million times more intricate than that. If you put together all of the fingerprints of all of the people you have been, you would not even get close to fathoming how much of a unique masterpiece you are. You've been working on you for lifetimes.

It's why even dogs seem to have a personality even when they are just small pups. The seeming personality is the light shining through their beautiful unique little soul. A part of them has experienced much more than the mere number of days since they were born.

You came in knowing. You came in with wisdom beyond your years, weeks, months, and days. This is the part of you that longs to be seen. This is the part of you that is ready right here and now to let the light shine through and emerge.

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(Ask the part of you that knows... if you have trouble,
draw some inspiration on the page of words on the page after next)

My human self is....

- 1.
- 2.
- 3.
- 4.

- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Which three jump out the most?

My soul is....

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Which three jump out the most?

My spirit is....

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

- 8.
- 9.
- 10.

Which three jump out the most?

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A lover of beauty	Courageous	Happy	Joyful
Abundant	Powerful	Excitable	Cosmic
Wise	Ancient	Sage	Embodied
Young	Understanding	Empathetic	A healer
Wild	Unrestrained	Boundless	Ready
Sees the potential in everything		Deep	Poetic
To the point	Energetic	Has a great presence	
Lights up the room	Blissful	Adventurous	
A gypsy	Old	Compassionate	Zen
Filled up	Luminance	Driven	Helpful
Fierce	Ambitious	Ready	Beyonce
Gentle	Love	Here	Remembers
Wizard	Witch	Well read	Confident
Mermaid	Lemuria	Atlantis	Direct Shy



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LESSON 2 (CONTINUED):

YOU© MANIFESTO

On the next page, draw, collage or write a written or visual manifesto for who you are at soul and spirit level. Pay tribute to the miraculous multifaceted crystal that is your soul and your spirit that has been crafted lifetime after lifetime. The part of you that is ancient. The part of you that is way more than your experiences and days this life. Don't rush it. Take your time. Get out your markers, water colours, magazines and scissors and have some fun! Let your soul and spirit lead. You may prefer to get a real pin board or a big piece of cardboard for this exercise. You may even frame it when you are done. I have mine on my wall in my office. It's a constant reminder of who I truly am and the work and unique light I most deeply came here to share. Once you're done, share your creation with the Facebook group.



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LESSON 3: MY WEIRDNESS LIST

You're mad, bonkers, off your head.

But I'll tell you a secret... the best people always are."

- Alice in Wonderland

Think of the things that are slightly odd about you. Your obsessions, the things you love, your weird little quirks, the things that are different about you. They could be previous jobs you've had, your favourite types of books, your guilty pleasures, the things you hide from others, your uncool taste of music, something that you just love that is not aligned to what the majority loves. *E.g. I am a lover of interpretive crazy dancing.*

List your weird/crazy/odd/unique things below:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

How can you embrace these things into the work you are being called to do today? E.g. with my interpretive dance, I could own it and incorporate it into my workshops so that every workshop people come to, they join me in my crazy dancing!

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LESSON 4:

CHOOSE YOUR OWN THEME SONG

Choose your own theme song. It can be any song in the entire world. Or if you feel the urge, create one yourself. Put it on your iPod, iTunes, or Spotify and listen to it daily or when you are knocked off course as a musical anchor to your awesomeness.

Choosing your own theme song is an awesome way to stay connected to who you truly are. Think of it as a musical anchor to call yourself home, light you up, and giving yourself a pep talk. You can play it every morning when you wake up, while you're strutting down the street, before an important meeting, or to bring you back on track when you're in a bad mood.

My theme song is:

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LESSON 5: YOUR TAG LINE

The tag line acts as a manifesto of who you are and what you stand for. It might sound silly, but the clarity that comes from having your own personal tag line is a Godsend when you're faced with a tricky decision. You can weigh up each option and see which fits your tag line. It's also a great measure for checking if your life is aligned.

If you had to write your life mission in a sentence or two what would it be?

Now, write it in a few words:

Write your own personal tag line. Don't worry about getting it wrong. If you're stuck, write down 10 and then choose one. You can change it at any time. Put it somewhere you can see everyday as a reminder of the way you want to share your light.

My tag line is...

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LESSON 6: ELEVATOR PITCH

What creative project or transition are you going through in your life that you are finding it hard to describe?

How can you describe it in a way that is true, simple and straightforward (while giving it and you enough space, nourishment and confidence to let it grow into what it wants to be?)

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LESSON 7: YOUR CREATIVE DIRECTION

Step 1: Start a secret board on Pinterest

This is going to be your Creative Direction (visual tone of voice board) that will evolve over time as you get clearer and clearer of what your visual style is. Make sure you save the board as 'Secret' (this simply means that the general public can't see your board and anything you pin to this board)

Step 2: What lights you up aesthetically? (Clues for your visual style)

What is the most beautiful thing you have ever seen?

What is your favourite season? (this is your brand's season)

What are you obsessed with that is different from other people? E.g. mermaids, sacred travel, old vinyl records...

What lights you up the most?

What is your favourite type of art? (E.g. contemporary or abstract)

What is your favourite style of clothing?

Who is your favourite designer?

What is your favourite children's story?

What is your photography style (e.g. do you prefer highly saturated bright colours, black and white, sepia or muted tones?)

What is just so you e.g. crystal clear water, stationary, foreign films, Paris in the springtime...

Who is your favourite artist?

Who is your favourite actor?

Who is your favourite author?

What is your favourite sport?

What is your favourite colour?

What is your favourite part of nature?

If you were a shape what would you be?

If you were wrapping paper what would you be?

Whose style do you love?

What other brands (outside of your industry) do you jive with? What is it about them that resonates with you?

If you were to be a collector of something what would it be?

If you were a food what would you be?

If you were a drink what would you be?

If you were an item of clothing what would you be?

If you were a country what would you be?

If you were a famous person, who would you be?

If you were a period of history what would you be?

If you were an animal what animal would you be?

If you were a holiday destination, what holiday destination would you be?

If you were an element what would you be? (Earth, air, fire, water, cosmic)

If you were a genre of movie what would you be?

Who is your favourite poet?

Who is your favourite musician?

What is your favourite instrument?

What is your favourite time of day?

What is your favourite style of furniture (e.g. minimalist vs. shabby chic)?

After having been warmed up by the answers to all of these questions, write down 10-20 of the things that describe your visual style - who you are, what you like aesthetically and that light you up.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

Step 3: Follow lots of boards

Now is the time to set out your net! Go onto Pinterest and follow at least 50 boards that are aligned with the things listed above in Step 2.

Step 4: Pin your heart out (gather and curate)

Log onto Pinterest every day for 2-4 weeks and pin anything that lights you up and feels like you aesthetically. Don't worry about getting it wrong. Just

pin your heart out. The first week you may feel like you have no idea what you are doing, but eventually you will begin to notice that you are curating your own unique style. Keep going, this is invaluable stuff! It's not just a great lesson for marketing; it's also a wonderful exercise for peeling back the layers of who you are at soul and spirit level.

Step 5: Notice the creative directions that are emerging

After 2-4 weeks log onto your board and see if you can notice a few creative directions start to emerge. Creative directions are visual styles. That is, a certain look and feel that keeps coming up. E.g. you may notice there are many images that have a certain hand made feel to them, or you may find that all of your images seem to fit into a colour palette of blues and greens.

How would you put this style into words?

What are the visual cues that are present?

Step 6: Choose your creative direction

Decide on a creative direction and create a fresh board with the images that are aligned to this direction. This is your creative direction, your visual tone of voice. Think of it as a fresh canvas where, now that you have your visual style you curate your unique style with purpose. Go through your previous board and pin the images that are aligned with this creative direction.

Keep pinning images that are aligned to your newly found creative direction as part of a daily or weekly practice. By continuing to add images, your style will grow and evolve over time. You will also discover images that you can use on your blog or social media (be sure to reference the creator of the image by doing a reverse Google image search).

Three things that make a great brand:

1. **It disrupts the industry:** it doesn't look like everyone else
2. **Instantly recognizable**

Consistency: every touch point follows the same rules e.g. same font type and size, sticks to an agreed colour palette

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LESSON 8:

YOUR AUTHENTIC TONE OF VOICE

The only way to find your tone of voice is to speak and share your voice. You have to be willing to get it wrong to know what it feels like when you get it right. The more you share it, the more aligned your voice is with who you are and who you came here to be.

We are going to do a writing exercise now to help you craft and explore your own unique tone of voice.

I want you to think of something you would personally like guidance on currently *e.g. your work, relationships, creations, health, how you are feeling in general*. If you can't think of something off the top of your head, you can also think back to a younger version of you that you uncovered in the 'Your life is your message' exercise in Module 1. Write down what you want guidance on below:

Now, tune into the wise part of you and ask it “what is it that I need to hear right now?” and write the whispers you receive below...

Now, write the same thing as a snappy headline (one liner/quote that you could post onto Facebook or instagram or a billboard)...

Now, write it as a poem...

Now, write it as a prayer...

Now write it as a story...

Now go into nature (e.g. the ocean, the park, a tree, a flower) and ask Mother Earth to whisper to you what you need to hear and write it below. Think of it as Mother Earth whispering to you.

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LESSON 8 (CONTINUED): WHAT CREATIONS ARE RISING IN YOU?

The best creative comes out of a clear brief. For example, if you ask someone to come up with a great idea for absolutely anything, they will probably spend the day pondering and losing themselves in all of the possibilities. Whereas, if you give a creative a clear brief to create within (e.g. come up with ideas for blog posts about intuition) they are likely to come up with some real gems. The below process is what I use to come up with ideas.

1. THE BRIEF

The more specific you can be on what ideas/creations you are looking for the better. In the space below, clearly state what ideas you are looking for e.g. what should my workshop be called, course ideas, book ideas, vlog post ideas etc.

2. READY, SET GO

Once you have decided what the brief is, set your timer for a set amount of time (e.g. 10 minutes). Using the box template on the next page, spend the next ten minutes filling in as many boxes as you possibly can with ideas. Do not judge yourself for coming up with crap ideas, rather welcome the crap ones... as more often than not, we need to lay these onto the page to clear the way for the golden million dollar ideas to come rolling.

3. SIFT FOR GOLD

After your timer has gone off, spend the next few minutes reviewing all of the ideas you came up with. Circle the ones that stand out and resonate the most. As you are looking back over your scribbles, watch out for the ones that could come together to make something interesting and disruptive. That is, the ones that have the most cut through, impact and resonance.

Especially the ones that feel different and unique and aligned with who you are at spirit and soul level. The ones that are aligned to your tag line and theme song.

Try the above creative idea process for yourself with the boxes worksheet on the next page. You may like to print off a whole heap of these pages to use for every creative project.

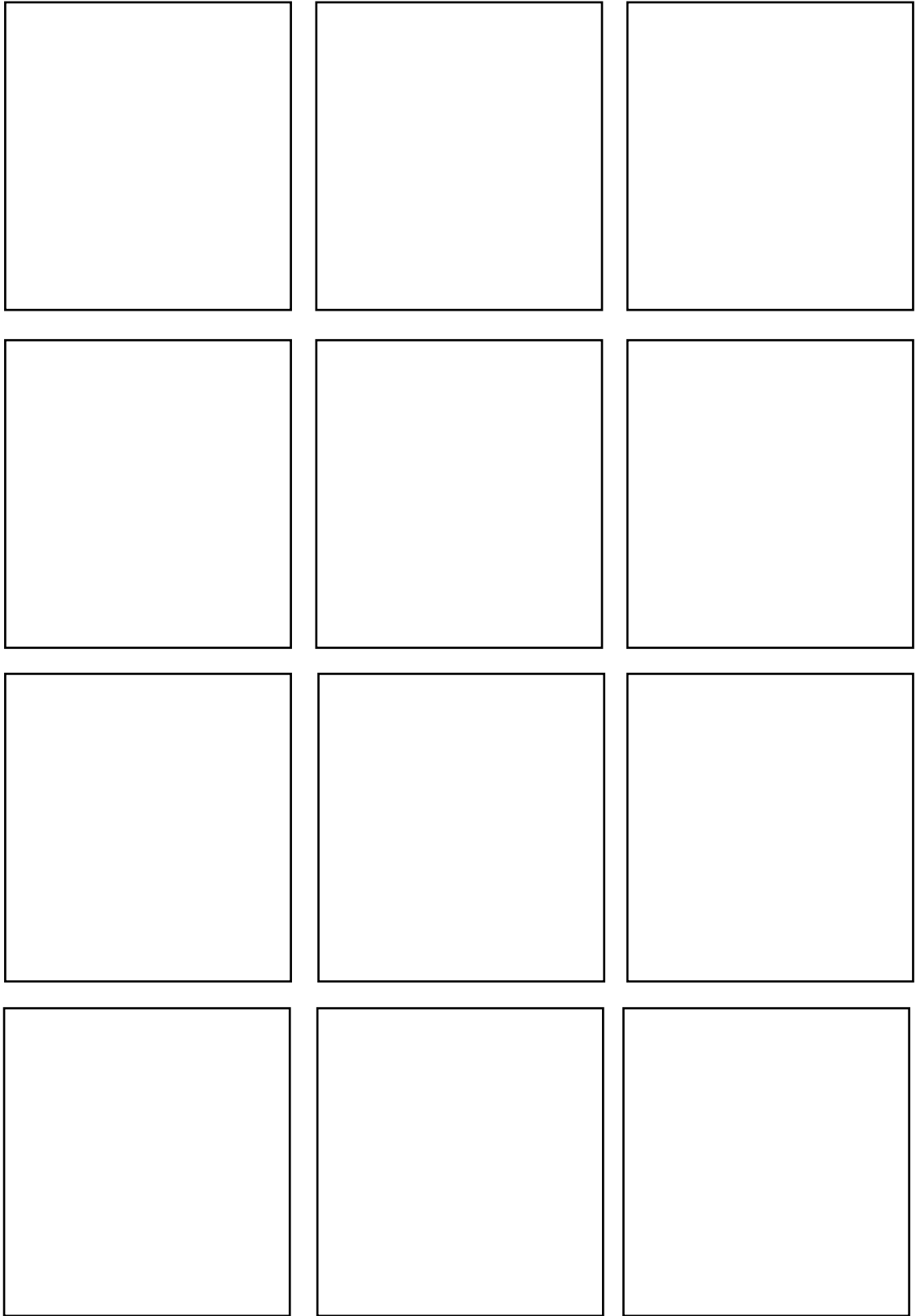


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CREATIVE BRIEF

Dear Universe and Creative Muse. I am ready to receive inspiration for...



The creative idea that is calling me the most is....



YOU ARE A WALKING PIECE OF ART

You are a walking piece of art. An original. Like. No. Other. If all the masters of all the ages came together in an attempt to re-create your You, they'd spend their lives trying but bow down in surrender at the end of every single day.

You have a treasure chest of perfect imperfections that make your perfect You. Each gently whispering the story of every single moment that has breathed through you.

The slightly bent arm from that time you fell off the swing certain you could fly.

The splatter of kisses from your time as a water baby and child of the sun.

The friendly creases around your eyes from freely giving out smiles to strangers.

The scar above your lip from believing you could, and still deep down you know you can.

And then there's the part of us that has been sculpted for lifetimes. A billion times more unique than a fingerprint and the ability to share it all will just a glance. If you're looking you'll see it.

If you give someone else a minute you will not be able to miss it.

If you give yourself a minute in the mirror, you won't be able to miss it.

You are one of a kind. An original. A limited edition.

Open the curtains. Let us bask in your beauty.

You are a working piece of art.



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LESSON 9:

THE CREATIVE PROCESS IS AN ACT OF FAITH

There is no difference between creativity and spirit. There are ideas that are waiting to be thought up, creations that are beckoning to be birthed, movies that are bursting to be filmed, words that are yearning to be written, consciousness that is ready to rise. And they are all looking for artists to birth them. The creative process is an act of faith. There is no certainty. It is in a way a miracle and in a way completely natural. Just like birth.

As artists and creators, our job is to listen with our heart and report back what we hear, feel and see. Living the life of a creative requires a special kind of belief – an unwavering faith. The creative process itself is the ultimate act of faith. What was once nothing all of a sudden becomes something. The miracle of birth. Receiving an idea or concept is one thing, ushering it into the world is something else.

The only thing that is linear about the creative process is that it requires that we religiously show up and nurture our craft, just as a mother does her child. Through the highs and the lows. The rest is one great big leap of faith.

Faith in your ability to hear the whispers when they come. Faith in being able to show up to be a vehicle, regardless of what comes through you. Faith in the fact that your muse will never leave you. Faith that all of the pieces will somehow come together.

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What creation do you most want to bring into the world in the next three months?



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LESSON 9 (CONTINUED): WORKING WITH YOUR CREATIVE MUSE

There are ideas waiting to be birthed and energy wanting to flow through all of us. When we receive the whispers for our creative projects we need to do two things:

1. Surrender to the muse
2. Show up to it with discipline and allow it to whisper through you

SURRENDER 1: SPENDING A DAY WITH YOUR MUSE

Whenever I take on a new creative project, I block out time in my diary to hang out with the muse (energy) that I am about to be working with. I recommend you do the same. Where does it want to take you? What does it want to do? What is the energy like? Is it swelling and emotional like the ocean or the moon? Or is it red hot and passionate like fire? You may like to give your muse a name and even create a special altar to it.

SURRENDER 2: MUSE INVOCATION

The next step is to write your own muse invocation or ritual for invoking your muse before you sit down to work with it.

I start by lighting some incense or candle while saying *The Lightworker's Prayer* (available as a download in Module 1). Then I fill my Mother Mary holy water chalice with water from the chalice well in Glastonbury.

Your ritual and invocation could be as simple as getting into child's pose and saying, "Please use me, please lead me, please show me the way" (I do this one before I walk onto stage).

Create and write your own ritual and muse invocation below and then share it with the Facebook group. It can be a prayer, a line, a poem or even a dance!