



THE
PURPOSE
CLARITY **FORMULA**
 F U N S H E E T



YETUNDE
Shorters
 PURPOSE COACH & CHEERLEADER

THE P.O.W.E.R. OF PURPOSEFUL PERSONAL BRANDING

CORE SECRET THE PURPOSE CLARITY

How do you build a personal brand doing all the things you love without having 15 websites out there that make you feel like you're 15 different people. How do you have "ONE FOCUS" with your many passions, gifts, talents and abilities, and stay true to who you are across all those desires?

Today, I am sharing with you some core parts of my award-winning purpose breakthrough session.

1. List 3 things you know in your heart you've been called to do. (It is usually simple, you would still do it if nobody paid you and it has the power to transform the lives of others.)

A. _____

B. _____

C. _____

2. Now re-arrange them in order of importance.

A. _____ B. _____ C. _____

2a. When was the first time you remember feeling that this was your calling? (STORY BANK)

3. What 3 benefits would you say you can provide to the world based on choice number one, your true calling?

1. _____ 2. _____ 3. _____

4. Now list 5 emotions that you want the ideal person you're supposed to help to feel from the benefits you provide. (BE SURE IT'S EMOTIONS)

1. _____

2. _____

3. _____

4. _____

5. _____

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STORY BANK

Spend some time and write down 3-5 instances when you realized your purpose. If possible, include one or two vulnerable or transformative stories.

5. Who is my ideal client? E.g Women Entrepreneurs, New Moms, Young women, (BE AS SPECIFIC AS POSSIBLE).

6. What are the top 3 obstacles stopping your ideal clients from experiencing the benefits you provide?

1. _____

2. _____

3. _____

7. What are the top 3 goals that your benefit would support in your ideal clients life. (PUT YOURSELF IN HIS/HER SHOES. THIS IS ABOUT THEM) What do they aspire to have in their life that your purpose can serve?

1. _____

2. _____

3. _____

8. Write out your Purpose Clarity formula (FEEL FREE TO EDIT THIS, SO IT FLOWS FOR YOU. THIS IS ONLY A GUIDE).

My name is _____ I support _____
(Your full name) (Ideal client)

in _____ so that they can _____
(my #1 calling that support others) (ideal clients top goal)

And avoid _____. I do this by _____.
(their top obstacle/pain point) (strategies, the how)

E.g of My Purpose Clarity Formula:

My name is Yetunde Shorters. I help women Entrepreneurs discover their purpose in 5 easy steps, so that they can do what they love, impact lives and earn money CONFIDENTLY, without giving up who they truly are. I do this by using PR and branding strategies that get them the results they truly desire.

For now, consider this your elevator pitch. It's way more exciting than saying "I am a _____. You are offer so much more than a job title. This Clarity formula taps into your authentic value and benefit to your incredible, deserving clients.

BRAND P.O.W.E.R BOOTCAMP

5 Steps to Confidently Connect Your Purpose to Profits

P.O.W.E.R.

Power of You is Okay - Get clear on what YOU offer the world that serves humanity. Identify who you should be supporting, where to find them and what to deliver to them.

Outstanding Content - Develop all the juicy content to engage and attract your ideal client. Your creative copy for your website, your biography, your sales copy, email copy, e.t.c.

Wealth from Purpose - How do you earn money sharing your purpose with the world?
Activate strategies that guarantee you income consistently. There are 7 strategies I share with GO-Getters in the BRAND POWER BOOTCAMP

Excellent Launch Can Work - Launch in a way that is true to who you are and brings you joy. LAUNCH LIKE A BOSS, CONFIDENTLY.

Rinse and Repeat is Good - Track your metrics and do an evaluation on what worked and what did not during your launch. Identify what worked and amplify those strategies moving forward. You should fully evaluate your brand every 3-6 months.

Special Offer:

STEP 1



A Purpose Breakthrough 101 session is a 90-minutes intensive brand clarity review with me (Yetunde Shorters), where I delve deep into your purpose discovery by providing brand clarity, evaluation and analysis to help you get clearer on your purpose, so you can Impact lives and earn profits confidently.

NORMALLY \$597

ENTER CODE **WPS50 \$298** (50% SAVINGS)

ONLY AVAILABLE FOR A LIMITED TIME AT WWW.THEICYSTORE.COM. USE CODE: WPS50 AT CHECKOUT. I LOOK FORWARD TO YOUR PURPOSE TRANSFORMING YOU AND THE WORLD!

Hello! I am honored to meet you.

It's good to meet you GO-GETTER. My name is Yetunde Taiwo-Shorters. I am the owner of International boutique PR firm, ICY Public Relations, creator of Afropolitan Chef and Founder of ICY ACADEMY. My clients call me ICY. Feel free to do the same.

I am a cheerleader for women entrepreneurs. I thrive on helping women discover their purpose, doing what their soul has been called to do on this earth, so they can impact lives and create financial freedom for themselves and their families.



I am here with over 15 years of experience in corporate, entertainment, fashion and personal branding PR. I have secured publicity for multiple Grammy award winning artists and have helped brand over 300 entrepreneurs. I am a former model and self taught professional graphic artist. My personal brand has been featured on Elle, CBS, Radiant Health Magazine, Applause, Madame Noire, Holistic Fashionista Magazine, New African Woman, Zen Magazine, ESSENCE and more.

I am a 4-time Amazon bestselling author, host of the cooking show Afropolitan Chef on REDTV, and the mastermind behind ICY ACADEMY: an online platform designed to help entrepreneurs live through their purpose, impact lives and build profits.

I say all this to let you know that you are in experienced and successful hands. I look forward to making you more informed, more energized and more able to make your dreams reality.

Let's connect on Facebook page /YetundeShorters
I share resources that help you thrive.

SESSIONS YOU MIGHT BE INTERESTED IN: WWW.THEICYSTORE.COM



YETUNDE HAS BEEN FEATURED IN:



THE P.O.W.E.R. OF PURPOSEFUL BRANDING | WERK PRAY SLAY

