

BRANDSTARTER™

LAURAAURA

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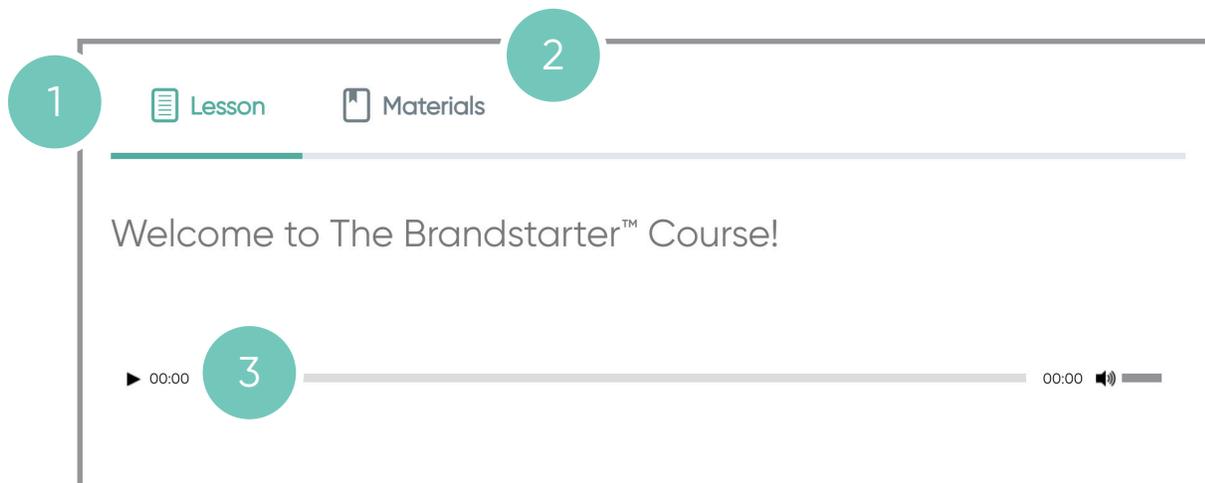
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Getting Started

Welcome to Brandstarter™; a place for you to transform your thoughts and ideas into visible goals, actions and timelines. This platform is a sacred space meant only for you. Every answer is right. Every dream is attainable. Most importantly, this is a place for you to put excuses aside so you can focus on living the life you dream of.

This is an interactive course that can be completed at your own pace. Complete it in a day, complete it in a week - my only ask is that you complete it. Not for me, but for YOU. This course is designed to help you make sense of the ideas in your mind, develop a cohesive brand experience, and create a clear plan of action so you can stop wondering and start doing.

Here's how you can access each chapter and lesson:



1. Lessons - each chapter contains lessons. This is where you'll find everything you need for that particular lesson. When you're finished, click "mark completed" at the top of your screen and it will automatically take you to the next one.

2. Materials - each lesson contains a PDF download. I recommend printing each one out and physically writing on them, but you can also download the form (don't fill it out on the internet because it won't save your work) and electronically fill out the sections. Your workbook, your choice!

3. Audio - Each chapter is accompanied with an audio recording to walk you through the course - pause it, repeat it, blare it from your speakers - and if you're not into audio, you can skip right over it. Some like to listen to it as they're going through their PDF workbook and pause it while they write. (You might even get a little extra *LauraAura* flair thrown in from time to time).

Throughout the workbook, there will be places for you to write down your thoughts, brainstorm, sketch or doodle. The best way to give life to your ideas is to get them out of your head and onto paper where they are visible. When you can see your dreams in front of you every day, you discover ways to make them your reality.

Think of it like a connect-the-dots puzzle. At first, your mind can see a very rough outline of the final product. When you put your pen to paper, you start to bring each piece together until you've finished the puzzle. Once you have a completed puzzle, you can add color, tear it out, hang it on the fridge and applaud your creativity. That is Brandstarter™ for your business. We're going to connect the dots so you can fully see, feel and experience your idea.

I believe there is someone out there right now with a brilliant idea that isn't sure where to start. Is that someone you? That brilliant idea might be the product or service that changes the lives and future for many. I am here to give fuel to those fires inside of you. I am here to empower you to believe that, "YES, I can do this! Yes, I am worthy! I have enough skills, time and resources to fulfill my passion and make a difference in my life and for those around me." To pursue your dreams you must first see and believe it for yourself. Whether you have a parade of supporters or none at all, know that I believe in you.

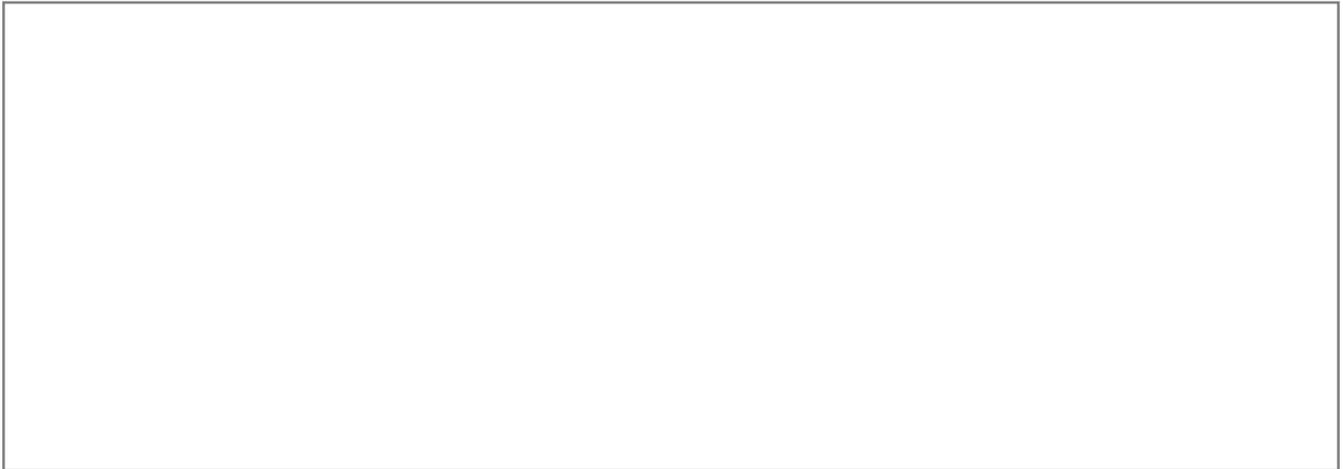
Take a minute to think about why you are here. What voice inside of you said that this was the right course for you? I have a few guesses...

- You like to do things differently
- You want to make money doing something that you love
- You're ready to tap into your unused potential
- You daydream about being your own boss
- You want flexibility and creative freedom in your life
- You have an idea but are overwhelmed with the HOW
- You're struggling to find your voice and how you show up in the world

Maybe you want to travel, spend more time with your children and family, or help people in a way that you currently are unable to. Or maybe you're just tired of being unfulfilled in your life and career. Whatever your goal is, today you begin your journey to achieve it.

So let's dip your toes in the water. What made you decide to invest in Brandstarter™?

Visualize a picture of your dream life. If there were zero limitations – where would you live? Where would you go? How much money would be in the bank? Give yourself a chance to think BIG without limiting yourself.

A large, empty rectangular box with a thin black border, intended for the user to draw or visualize their dream life.

Today, you begin your journey to invite everything you just wrote down come to life. You're given a vision because it's obtainable! I invite you to play with me in the space of "what if..." while you're working through Brandstarter™. This is your dream space, your big thinking, your creative, flow mode. There's plenty of time later to work on the HOW and trying to "HOW things to death" kills creativity faster than a kid pooping in a pool clears the water.

Throughout the workbook, you will see **RELATABLE MOMENTS**. These are real life scenarios to help you visualize the exercise. They are intended to help you understand how myself or others have experienced something similar to you.

You were brought to this point because you have an idea that will make a difference in someone's life. You are a risk-taker and you are willing to put in the sweat equity that it takes to make it come to life. For that, I'd like to applaud you. You are among a rare group of people that are helping to shape the face of tomorrow. You are brave, creative, innovative and strong. You my dear, are an entrepreneur.