



Community on Purpose

Building a magnetic brand



**Tolu
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TASK *Sheet*

1. What is the change you're trying to make?

Look into the future. What difference do you see happening in the world because you came? Describe the new conversations or new way of doing things that will happen because of you.

2. Who do you want to attract?

Be specific. Describe the type of people, clients and partners you want to help/want them to help you

3. What exactly is your message?

What's the KEY thing you want your audience/community to remember?



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4. On a scale of 1-5, how thoughtful are you about how you present yourself and your message?

5. What types of opportunities would you like to attract?

Go deep. Think about who you'll like to be, where you'll like to go (think position, not physical location), and what you'll like to have.

6. On a scale of 1-5, how close are you to being the person who can attract and maximize the opportunities listed in #5 above?



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7. Time to explore your values!

Consider these to reveal your deepest values:

- **Your philosophy:** What do you believe to be true? Something you're so sure of, you can die on a hill for it.
- **Your principles:** What standards do you live by and never want to compromise?
- **Your priorities:** What things/concepts do you consider to be most important in your life? Make a list.



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Note



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