

SUPERPOWER

If you woke up every morning passionate and on purpose, knowing you were making your biggest impact and focusing on what truly mattered, what would you be doing?

**Goal: Build a business that serves you
and others through your superpower**

Superpower

- Leverage your gifts and signature strengths to add value and solve a major problem in your marketplace
- The main thing you do that creates the biggest impact, while feeling passionate and in flow. Comes natural to you.
- This is the thing you're **WORLD CLASS** at (Mastery)
- Gives you a deep sense of meaning and fulfillment

Unleashing Your Power

- What are your signature strengths? What comes natural to you and just “feels right” doing it, but seems to ‘wow’ and impress others?
- What areas of your work get you most passionate and excited about when working on? What can you spend hours doing or researching, and it doesn’t even feel like work?
- What lights you up?

Unleashing Your Power

- What is the purpose you feel called to fulfill? The mission that drives you? The change you want to see, and create, in the world?
- What is the common thing past clients, prospects, or even friends come to you for help with?
- If you could focus on just one thing that would have the biggest impact on your business, and the results you created for yourself and others... what would this be?

Know this...

- Leading with your superpower and staying inside your zone of genius allows you to do less, while making a bigger impact
- To grow a personal brand as an expert/authority, you want to focus on MASTERY
- The more in alignment you are... the better you'll feel, the more powerfully you'll show up, the more committed you'll be to your mission, the more people you'll serve.. the more abundant your life will become (in all areas)
- This is your GIFT - don't dilute it. Share it fully.

Genius Formula

Passion

+

**Strengths/
Superpower**

+

**Service
(Solution)**

“BEST SELF” IDENTITY

My “Genius” Breakdown

- (Super)**Power:** Creating and sharing insights and simple frameworks that help people gain clarity and breakthrough. I’m able to quickly see solutions and paths that may not be as clear to others while on their journey.
- **Purpose:** Help people gain clarity and confidence in themselves and the value they have to offer the world, so they can make their biggest impact while become the best version of themselves
- **Problem:** Not sure how to package their knowledge; Feeling frustrated, overwhelmed and lacking results; Not seeing the value in their work, and therefore not putting it out there;
- **Passion:** Lifestyle; Training; Personal Development; Marketing;

My “Genius” Breakdown

- **How I’ve combined this all:**

“I help purpose-driven entrepreneurs share their authentic message online, while becoming their best self and making their biggest impact...

I do this through creating free content and paid courses/coaching online where I share insights and create frameworks to teach them how to do this, and deliver results for them”

- I’ve built my brand Elevate To Elite around this.
- * I do this while making sure everything I do is aligned with what the best version of myself would be doing/ focusing on, and the vision I’ve created for myself

My "Genius" Breakdown

- (Super)**Power:** _____
- **Purpose:** _____
- **Problem You Solve:** _____
- **Passions:** _____

I help _____ *
so they can _____ **

*Insert who you help and what you help them do/who you help them become

**Insert the transformational result you provide for them. The desired result they want, that you can deliver on.