



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



ICY ACADEMY

LIVE ON PURPOSE, HELP PEOPLE, BUILD PROFITS.

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THE PURPOSE FORMULA FOR STREAMLINING YOUR MULTIPLE PASSIONS

LESSON #1

CORE SECRET THE PURPOSE CLARITY FORMULA

Lesson 1: A simple strategy on how to identify your purpose so that you can focus.

How do you build a personal brand doing all the things you love without having 15 websites out there that makes you feel like you're 15 different people? How do you speak "ONE LANGUAGE" with your many passion and stay true to who you are across all those passions?

Download this worksheet and take notes on it as I share with you some core parts of my purpose brand session. It's the core of what you need to know, to help you get clear.

1. Name 3 things you would do with your life if no one paid you. 3 things that you feel in your gut you have been called on this earth to do.

A. _____ B. _____ C. _____

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

A. _____ B. _____ C. _____

Focus on the first choice. (from 15 years of experience, It's usually the first one that is the calling the other 2 usually serve to support the first choice). E.g you may admit you like to cook, you enjoy networking and you love traveling and you would do any of these as often as you could, even with no one paying you. The thread that ties these 3 together is connections. Food brings people together, networking speaks to your passion of connecting to people and traveling helps you explore your zest to learn, but also learning about people and places, food does that too. This can translate to your purpose then focusing on **CONNECTING PEOPLE**. Food, networking and traveling can help you do that.

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 should feel from the benefit you provide? (BE SURE IT'S EMOTIONS)

1. _____ 4. _____
2. _____ 5. _____
3. _____

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

6. What are the top 3 obstacles in the way of your ideal client that is stopping them 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 fulfil?

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)

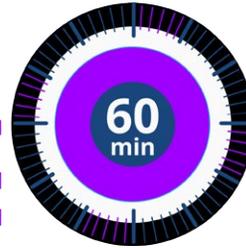
E.g of My Purpose Clarity Formula:

My name is Yetunde Shorters. I help women Entrepreneurs discover their purpose in 7 easy steps, so that they can do what they love, help others and make money UNAPOLOGETICALLY, 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 that saying "I am a _____ (you are so much more than a job title)". This Clarity formula taps into your basic humanity rather than being another "corporate response to an incredible solution you provide.

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I love that this is something I can implement over and over and over again.

- Brooke M.

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...this is information that people pay a lot of money for... I have spoken to people about my purpose... This is the first time that it's been so clear. in terms of steps, how to accomplish it, how to set goals, how to measure it. It makes it more doable.

- Dammy.

MASTER PLANZ  WITH YETUNDE SHORTERS

First I just want to say thank you for taking the time to hold the class this morning. It was right on time!(goodbye feeling overwhelmed)... I can't wait to hit my goal, so I can send my Thank You's!

- Zakia H.

MASTER PLANZ 

I am really going to crush this. I love the way that it's straight forward, and laid out easy. It makes it so, so, so clear. Thank you so much.

- Kemi.

MASTER PLANZ  WITH YETUNDE SHORTERS

This has been such a great process. My 90 days, I know I am going to accomplish everything that I am setting for. I thank you so much for doing this for us. I look forward to a purpose brand session with you. Thanks again this was freaking awesome

- Monete Renee.

MASTER PLANZ  WITH YETUNDE SHORTERS

[CLICK HERE](#)

Hey! Nice to meet you.

My name is Yetunde Taiwo-Shorters. I am the owner of an international boutique PR firm, ICY Public Relations 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 they love, while helping others in a way that creates financial freedom for them 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 in the last 10 years.

I am a former model and professional graphic artist. My personal brand has been featured on Elle, CBS, New African Woman, Zen Magazine and more. I am a 3 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 their purpose, help others and build profits.

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

Be sure to follow my Facebook Page [HERE](#), and get resources that help you thrive.



Yetunde Shorters

SESSIONS YOU MIGHT BE INTERESTED IN:



YETUNDE HAS BEEN FEATURED IN:

ELLE CBS HOLISTIC FASHIONISTA NewAfricanWoman Ze and more...

