

kelly whalen
BRANDSMITH

True Essence Discovery

Essence is...

- **the individual, real, or ultimate nature of a thing**
- **the most significant element, quality, or aspect of a thing or person**
- **one that possesses or exhibits a quality in abundance as if in concentrated form**

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Opening Up...

1. What 3 words describe YOUR essence?

Don't overthink think it. Go with your gut. Feel it.

2. What do you want people to be left with when you leave a room?

Think of it as if it's a scent you leave behind. Is it floral + light?

Clean + bold?

Work through each of the senses. What does it taste like?

What does it feel or smell like? What does it actually look like?

3. WHO (or what) do you stand for?

This what you can ground your mission/message with – your anchor.

4. What are the LIES you're telling yourself about who you really are?

Who are you listening to instead?

**5. What do you think you need permission for?
Are you willing to give yourself that permission?**

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Insights + Discoveries
