

ZSUZSA  
NOVAK



MICHELLE  
GHILOTTI

# STRATEGY SPA

TREATMENT #2

The Outer Expression

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## YOUR FIVE-STAR BUSINESS AND LIFE

### WELCOME TO THE STRATEGY SPA!

We are thrilled to have you with us.

The purpose of our exclusive online lounge is to bring together brilliant businesswomen who are looking to create wildly successful ventures while enjoying life and living their legacy.

So lean back, relax and perhaps pour yourself a green juice as you take a fresh look at up-leveling your business and life.

**IMPORTANT NOTE:** Before proceeding, please first download the treatment form to your desktop. Make sure to open the file directly from your desktop through Acrobat Reader, and then move to adding your answers in the fillable boxes. *Do not work directly from your browser, as your file may not save correctly.*

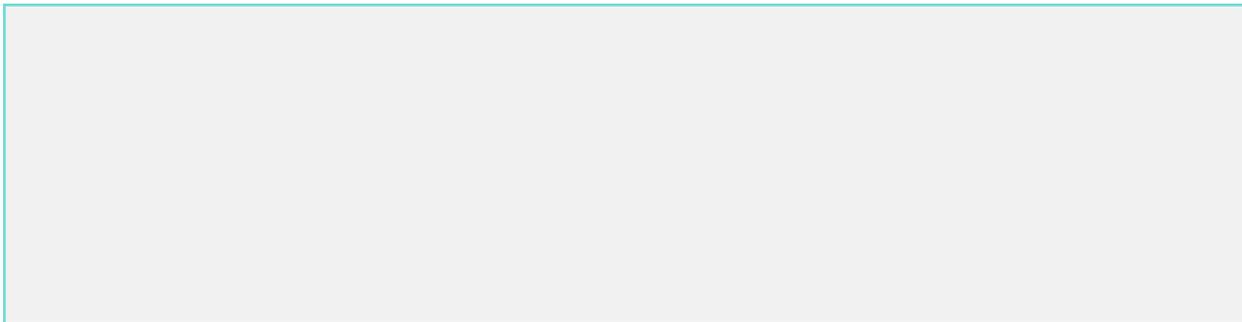
Don't forget to save your PDF workbook as you progress, so you don't lose any of your work.

## STRATEGY SPA THE OUTER EXPRESSION

Creating the external expression, or, in other words, the brand that matches the expertise and energy you bring to your work is key to creating a five-star business and life. One way to get there is to get clear on the feeling you desire most to bring to your clients, potential clients and the world at large through your business and life.

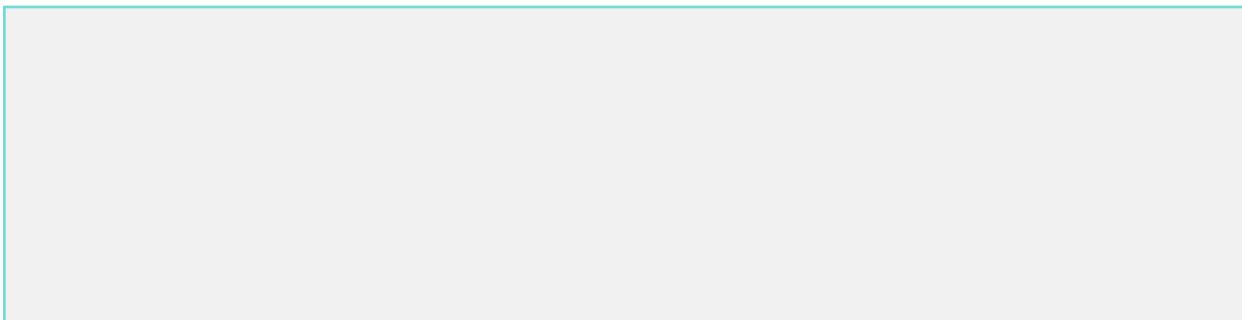
Feeling is the attraction field.

**1. What feelings best summarize who you are and how you show up in the world? Take a few minutes to reflect on what you hear from family members, friends and clients. How do you make THEM feel? Feel free to list several feeling words that pop into your head and/or heart (e.g.: joyous, calm, connected, loved, empowered, etc)?**

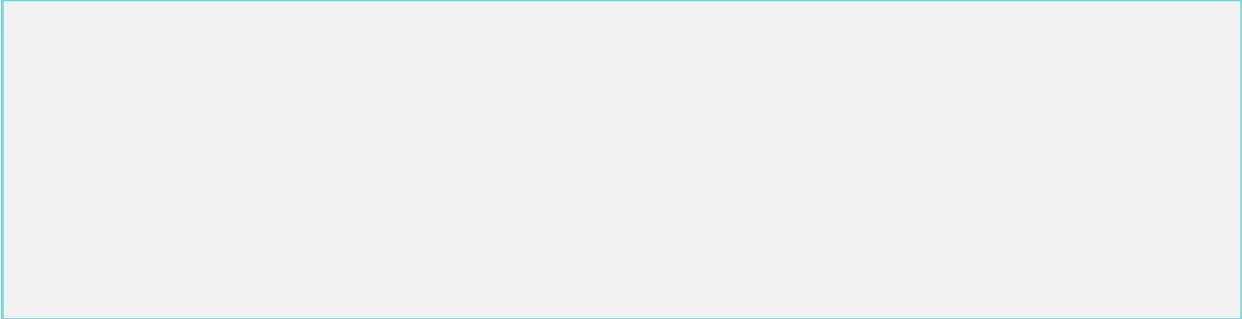


**2. Whether you're a seasoned entrepreneur doing a brand re-fresh or a fresh entrepreneur creating a brand for the first time, it's valuable to go back to the basics. Let's step into brand clarity ~ and brand expression ~ by diving into the following:**

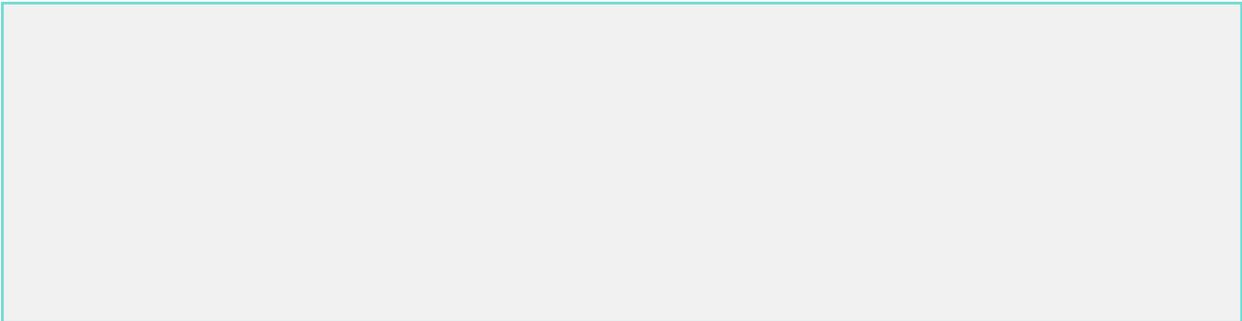
What is the color that best represents your brand and why?



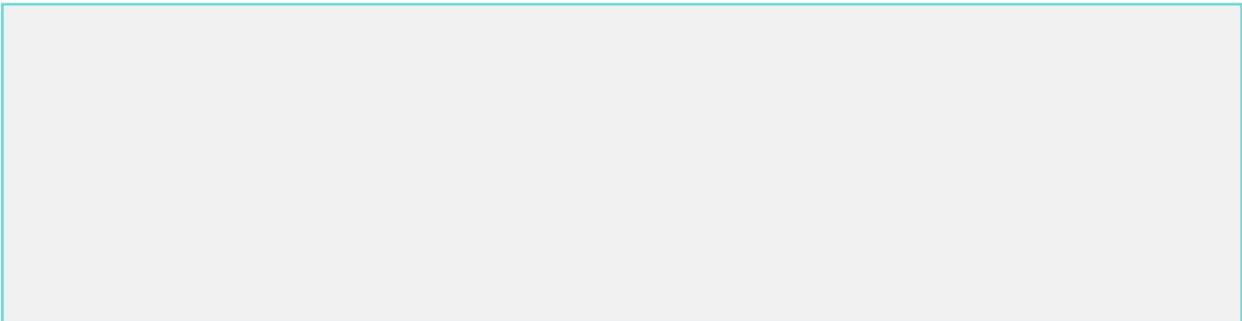
What feeling is best-expressed in/with this color?



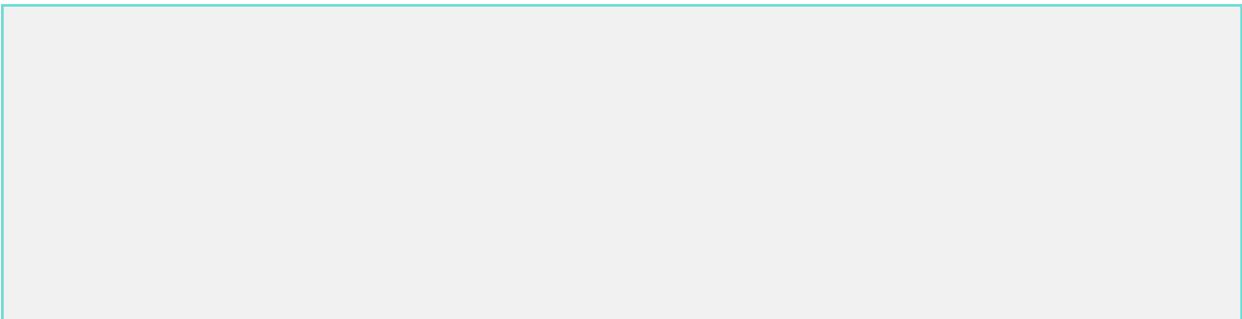
What is the car that best represents your brand and why?



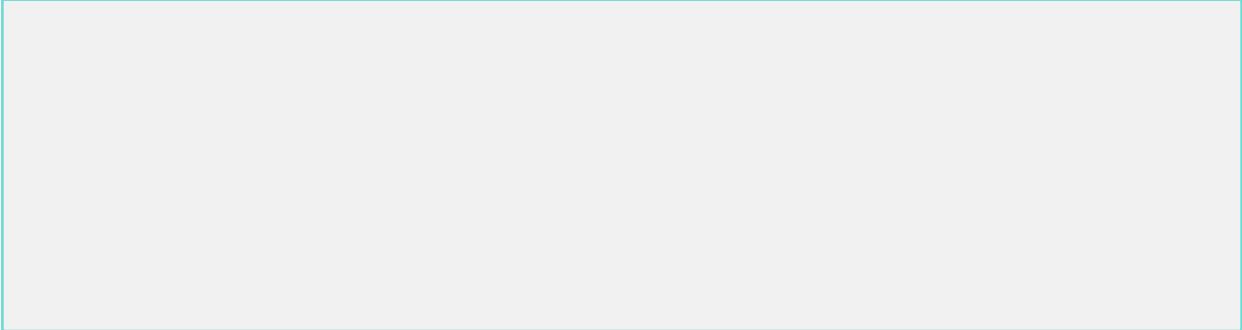
What feeling is best expressed through this car?



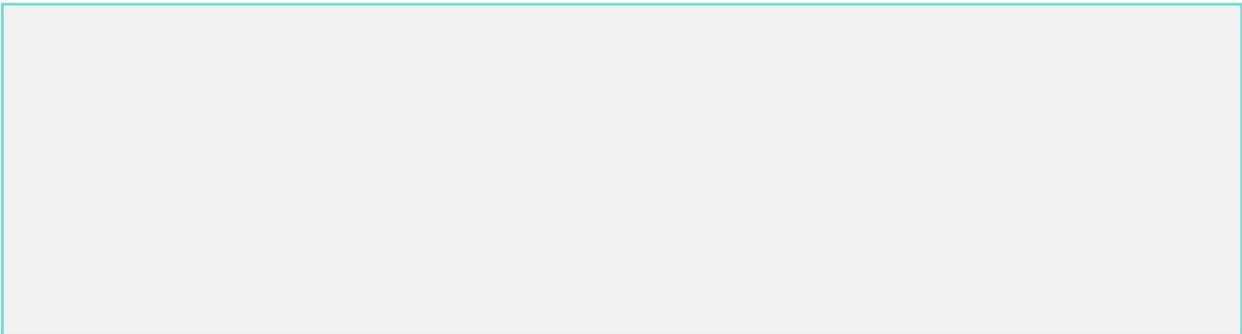
What is the season that best describes your brand and why:



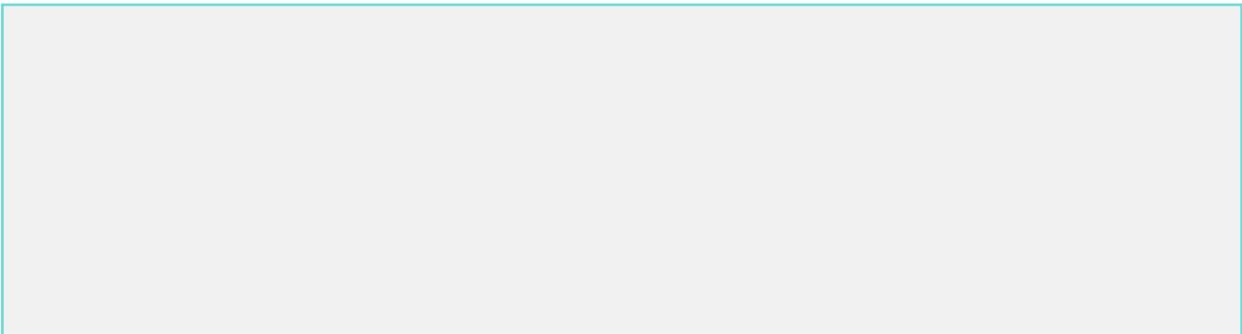
What feeling is expressed through this season?



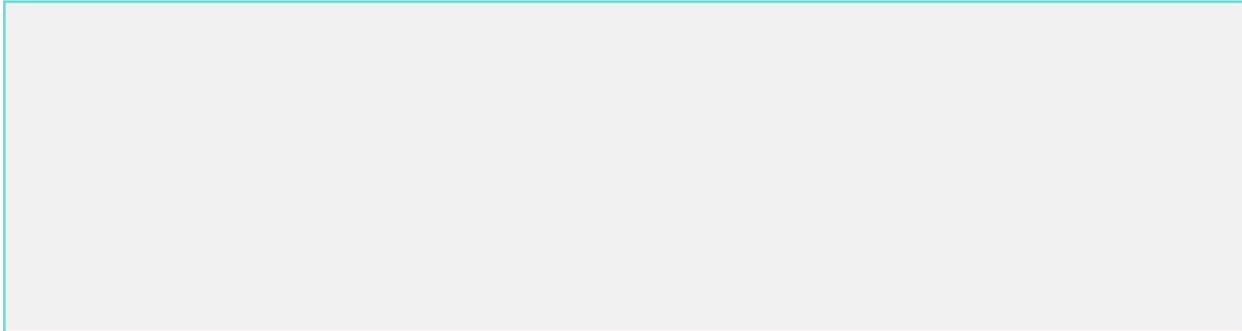
What singer or artist best represents your brand and why?



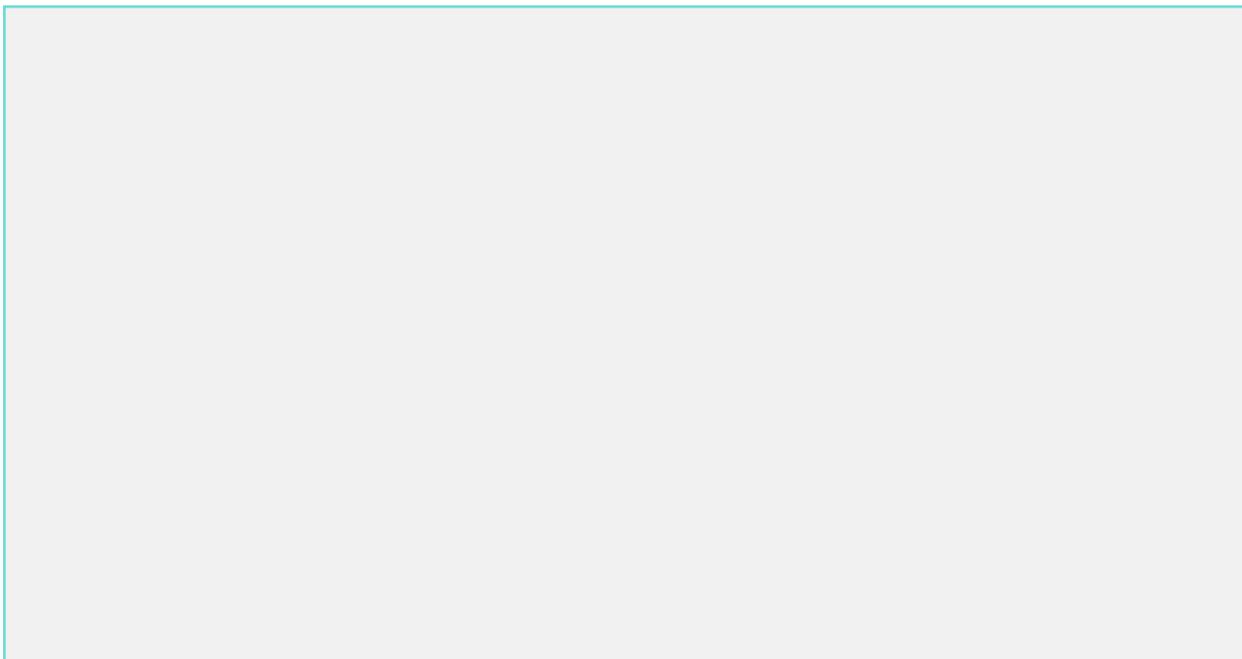
What feeling is expressed through this singer or artist?



**3. What is the golden thread or common feelings among all of your answers above in question 2? List below the feeling words that you came up with for yourself.**



**4. Compare your feeling words from question 1 (how you make OTHERS feel) with your list of feeling words from question 3 (how YOU feel about your brand). Are they in alignment? What feeling word(s) shows up on both sides? Your one TRUE brand feeling is among those. Now it should be much easier for you to identify that 1 feeling word that stands for who you are and how you're seen in the world!**



If you do not have any words that overlap, that means you do not yet have your authentic brand alignment.

It's time to reflect on why and how are you not communicating the essence of who you are?

Feel free to post your takeaways from this treatment in our Strategy Spa!

We are looking forward to seeing you there.

If you are not yet part of our online Facebook business lounge, join us at [www.strategyspa.com](http://www.strategyspa.com).