

The Crystallization Process

10 Steps to Clarify, Amplify, and Monetize Your Brand and Business

The Crystallization Process will help you gain clarity on what makes you a true Category of One and is best performed with a strategic collaborator or creative partner.

1. **Define roles.** Will you be doing this work as a solo effort, with peer advisors, through a transactional customer/provider agreement, or in a “strategically sacred” partnership?
2. **Identify focus.** Define the vision of where you want to go, your priorities, and the “walk/run/soar” revenue ascension model.
3. **Get organized.** Create a digital container of your relevant, non-repeatable content - Your Box of Brilliance - and have the right tools and tech to capture and save notes, marketing copy, and designs.
4. **Create container.** Mindfully prepare for physical, mental, and emotional readiness, free of distraction and disruption. Consider spending time outdoors to get grounded and supercharge creativity.
5. **Get connected.** Start in the heart by visualizing the person, reflect on vision and priorities, and energize their greatest success. Trust in the process.
6. **Listen deeply.** At any age, Brilliance leaves clues on the page and stage. No content is out of date as long as it’s still relevant. Consciously digest, distill, design, and deliver in *full presence* versus a state of partial attention.
7. **See patterns.** Notice *repeatability* (how often does it come up?), *relevance* (how important is it to the strategic vision?), and *recollection* (how will it be remembered?)
8. **Feel the energy.** What jumps off the page? Where's the spotlight shining? Where are the goosebumps?
9. **Get creative.** Doodle. Build on your chicken scratch. Weave essential themes together in a poetic, intuitive, personal, and actionable way.
10. **Work the wobble.** Take the design from good enough to Hell Yeah status with ego-less collaboration, open communication, joyful curiosity, innovative thinking, and energetic/intellectual tenacity. Polish the model to perfection.

Once you create a crystallized model of your Brilliance, you’ll be able to deliver compelling content marketing and monetization strategies that perfectly align with it.



Theresa

Let's have a chat about YOUR Brilliance!
Visit TheresaRose.com to book your 30-minute strategy session with me today.

