

Rebel Marketing for Women Who Won't Be Silent

With Julia Stege the Magical Marketer



Welcome!
Please make
yourself comfy!
We'll be
starting soon.

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The Magical Marketer

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*Do you know it's finally time
to get your unique rebel voice out to
the masses after years of keeping
it to yourself?*



Being human
means throwing
your whole life on
the scales of
destiny when need
be all the while
rejoicing in every
sunny day and
every beautiful
cloud.



*Do you know you were born to
change the world but don't know
how to attract your tribe?*



*Do you long to
have a
meaningful
impact while you
gain freedom and
independence
through your
business
or organization?*



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In today's presentation I will demonstrate:

- ♥ How to integrate the Law of Attraction into your brand to empower you to attract your tribe
- ♥ Important insights for marketing to an audience of change-makers
- ♥ How to address and serve your tribe's core needs using the Character Codes System
- ♥ My formula for creating a wildly attractive heart-felt brand message
- ♥ Why and how to attract people on the same life path as you are on
- ♥ How you can transform the world through your business and marketing...
- ♥ The key reasons why NOW is the best time to get your rebel voice out to the world
- ♥ And I'll Take Your Branding Questions Live!





And I'm going to share about my "TREE-RAISER" That's like a FUND-RAISER except we're raising TREES in places that have been ravaged by wildfire.

More on that later.





My name is Julia Stege,
the Magical Marketer,
founder of *Magical
Marketing and Branding
from the Heart.*

I'm an Intuitive Branding
Artist and Visionary,
Wildly Attractive Website
Designer, Character Code
Coach™ and Strategic
Attraction Coach™





Brand Statement: I help spiritual business women and conscious entrepreneurs to clarify and express their purpose through branding and websites that attract their tribe and inspire a revolution.



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I love helping change-makers clarify their message and get it out to the world in an inspiring way.

I've worked with some great change-makers, like Julia "Butterfly" Hill, Iyanla Vanzant and Café Gratitude founders Terces and Matthew Engelhart, and Suzanne Falter and the Spiritual Feast!



The main thrust of my career has involved creating unique, beautiful brands & websites for entrepreneurs with a big, positive mission!



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But it wasn't always this way~!



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Back in the 80s, I Made My Marketing Debut On Madison Avenue in Manhattan... Just a few blocks from this sign. Learned the tricks of the traditional marketing trade:

It's all about Brainwashing, Lying, and Hype!

Oh My!





**So I left NYC and
drove west in
search of a more
authentic life**



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This is me in my late 20s, during my activist days in Illinois. We created a student movement of several hundred activists in a very conservative town and were always in the paper.



During my days in Illinois I studied a lot of philosophy, especially having to do with Humanistic ideals such as Freedom.

Needless to say I became quite picky about what I was willing to promote, How I was willing to promote it and to whom!



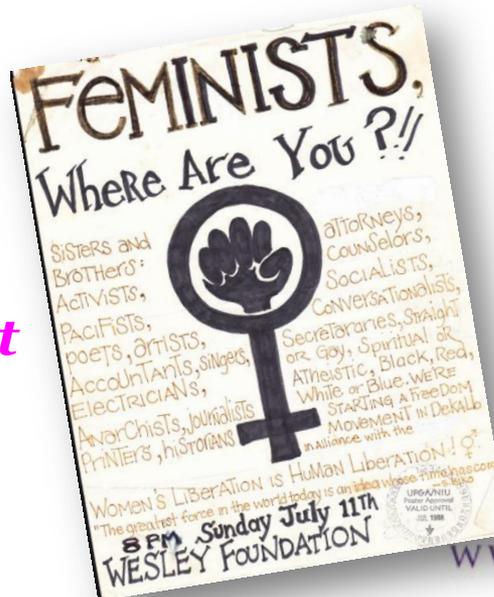
G.W.F. Hegel
(1770 - 1831)

Only that which is an object of freedom can be called an idea!

Sojourner Truth
(1797 – 1883)



“Truth is powerful and it prevails.”



PS: It's not all about the \$\$\$



Fast forward through a lot of traveling with the Grateful Dead, experiencing a lot of freedom and finally settling in Northern California.

LandmarkEducation



I delved into transformational inner work at Landmark Education and then discovered Attraction Planning through Perfect Customers, Inc which led to a totally new paradigm for marketing...

My favorite Teachers are Non-Physical Entities!

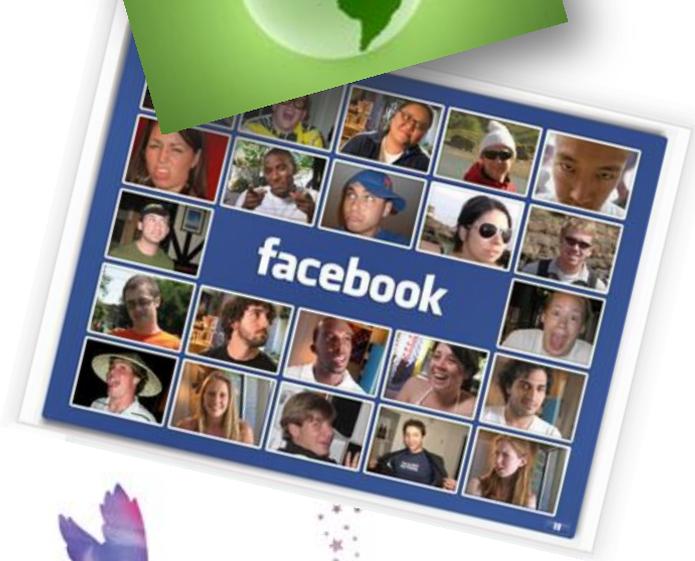


That's when I began to apply the magical principles of the Law of Attraction to branding.

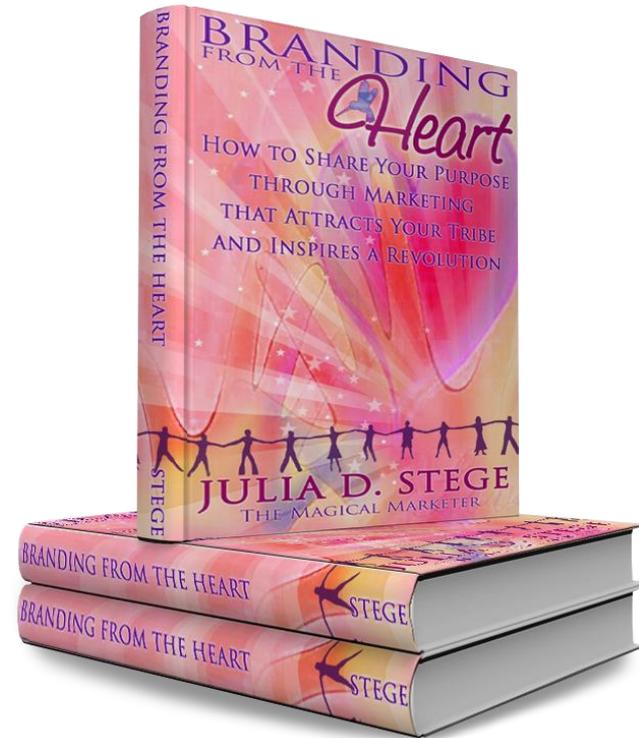


I began to realize that everything we want in life is available through the people we attract.

The question I had was: how to focus and express ourselves in ways that attract exactly the right people at the right time to bring us forward on our true life's path, all the while promoting our conscious businesses effectively?



The process I now call Branding from the Heart is the result of all those years of seeking an authentic self-expression that can be integrated into effective communication and marketing that inspires global transformation.



Branding from the Heart Book

Traditional Approach to Marketing:

Appeals to the Base Wants of Money, Sex, Fame

Exploits Common Fears

Uses Slick Design to Cover the Truth

Not Above Brainwashing, Hyping or Lying

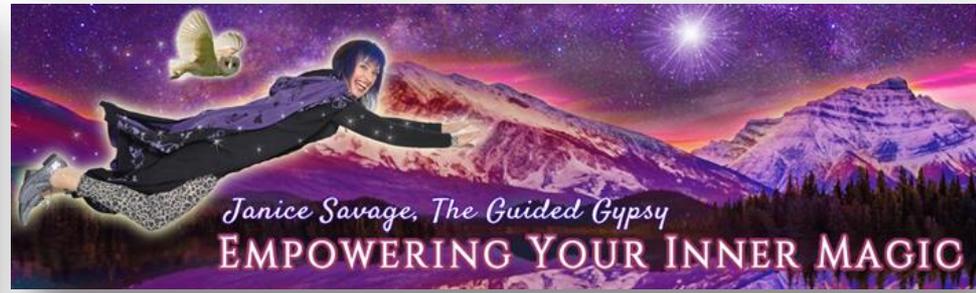
Targets then Inundates Potential Client Base



Sure makes you want to rebel, doesn't it?



"EVERYTHING IN THE UNIVERSE IS WITHIN YOU.
ASK ALL FROM YOURSELF." ~ RUMI



New Paradigm for Marketing:

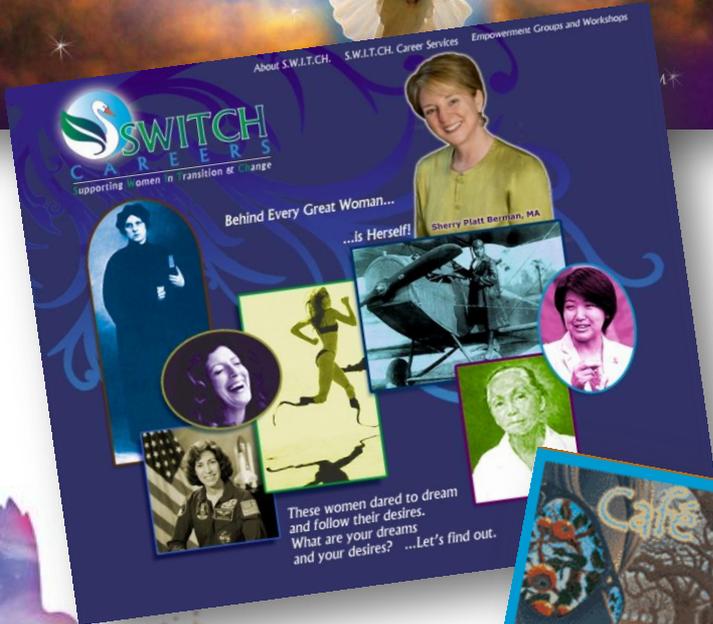
Appeals to Positive Emotion and Inspires Potential Customers

Authentic and Comes from the Heart

Uses Beauty to Resonate and Attract

Genuine Connection with Clients

Vulnerable Sharing of Truth



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Why Now?

Authentic Marketing is all the rage now, but mostly they're not being authentic... it's time to **BE THE CHANGE**

You've been hiding your true self for too long. You don't want to die keeping this stuff to yourself. It's time to **SHARE YOUR PURPOSE THROUGH YOUR MARKETING**

The world is not getting any better not knowing about your unique gifts and revolutionary ways to transform lives. It's time to **FINALLY BE YOUR REBEL SELF**



I'm here to **SUPPORT YOU!**

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And...

Because Like Attracts Like, I know most of you here are either Artist or Activist or Artist/Activist or Activist/Artist Character Codes...

True rebels who want to change the world...for LOVE

Take the free quiz at
<http://bit.ly/ccodequiz2>



ACTIVIST

Values
CONNECTION
with others
who share their
DEEPLY HELD
BELIEFS

Lovers

ARTIST

Values
SIGNIFICANCE
combines things in
a UNIQUE way
and cannot be
confined to a BOX

Rebels

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Are you ready to take the first steps to sharing your big message with the world so you can attract your tribe and inspire a revolution?



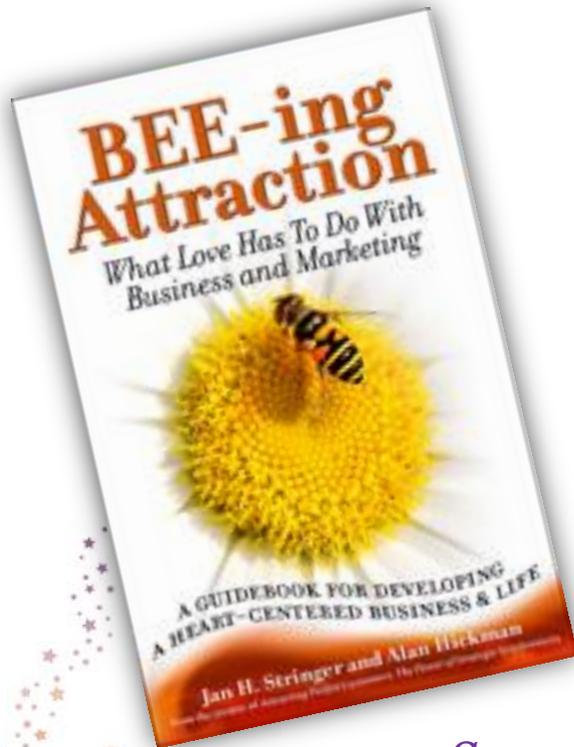
Let's get started!



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The first step to creating an authentic brand is to
DISCOVER WHAT'S PERFECT FOR YOU

The most powerful tool I've discovered for this process
is called the Attraction Plan



*See my chapters
on Pgs 35 & 100 !*

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The Attraction Plan will help you to:

- DESCRIBE your perfect customers
- IDENTIFY your purpose
- SPECIFY what you really want
- DECLARE who you get to be to attract what you say you want
- *This will form the foundation for all your attractive marketing.*



Get it Free at
www.MagicalMarketingToolkit.com

*This is
how I
attracted
Matthew
Engelhart
of Café
Gratitude*



I want to work with Matthew... he's a Perfect Customer for me...

You're a REBEL and that's why we love you!



I want to attract high-level coaches to refer me all their clients

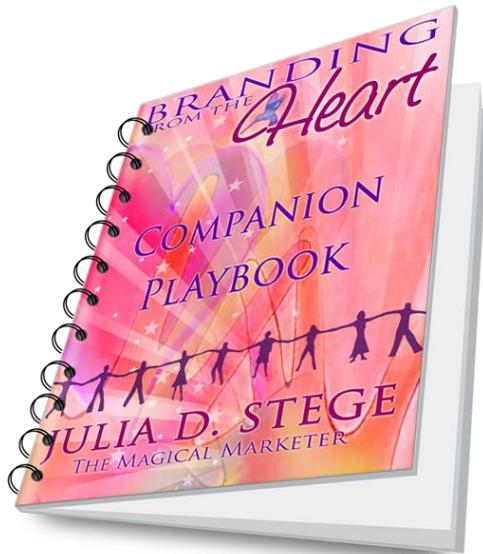
"Julia is my go-to designer and I've been referring most of my clients to her for a year and a half."



And how I attracted Suzanne Falter, Spiritual Marketing Guru And Joy Facilitator



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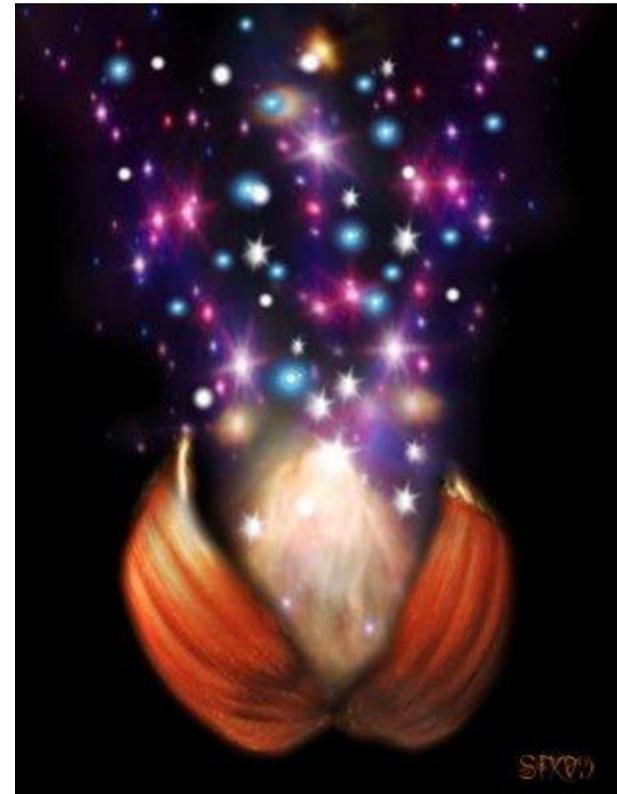
The second step is what I call the Branding from the Heart Process

It's all about defining your purpose and applying it to your marketing messages.

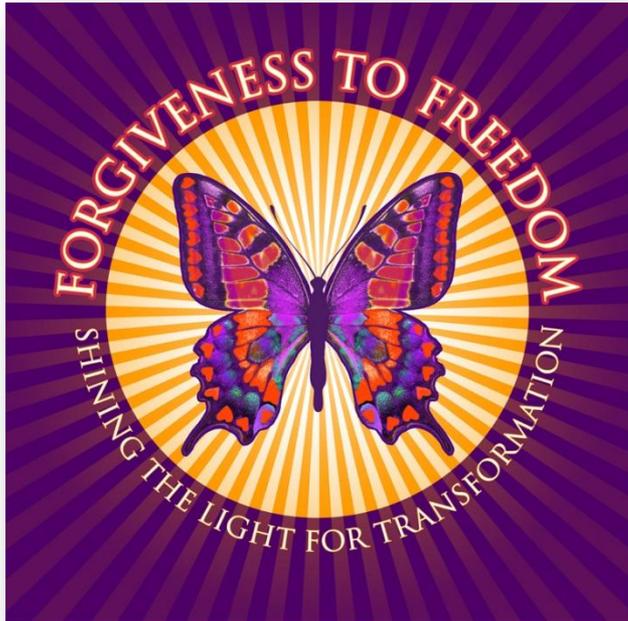


Here's Branding from the Heart
in a Nutshell

**Tick Words
+ Offering Words
= Wildly Attractive
Authentic Brand**



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Step 3: When you have your Tick Words and your Offering Words written down, you can start crafting your authentic Mission Statement.

When you use these words to describe your business, those who are a match for you are drawn to you by their intuition...

***Because Like
Attracts Like!***



*This is
how I
attracted
Iyanla
Vanzant*



I saw those
words together
and I had to click
that link!

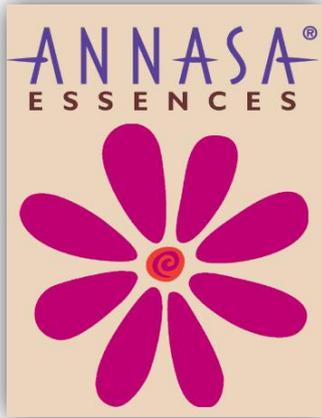
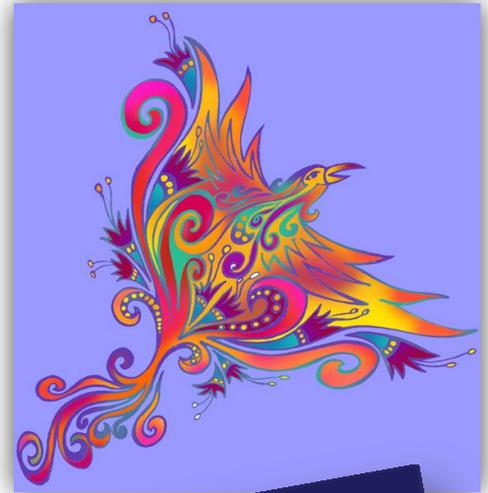


Magical + Marketing
= Magical Marketing

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You can also take your Tick Words and decide what visual imagery reflects your mission and offerings.

Use imagery, symbols, colors and fonts that feel good to you and they will attract your most perfect customers too!



*I can help you with this cuz I'm
an Intutive Branding Artist...
I am actually a Brand Channeler!*

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Step 4: Develop a *wildly attractive free offer* so you can start capturing names and emails online.

Your free offer should be a first step in your own program. This helps you to build a fan base of folks who are in alignment with your message and offering.

As you communicate with your peeps on a regular basis, those who are ready to receive your help will step up!



You are
attending my
free offer
now!



Step 5: Once you have clarified your brand and have a free offer, you want to apply your brand to your products and services and create a cohesive funnel from your free offer to your paid offerings.

Tick:
Creativity,
Magic,
Authenticity,
Beauty
Offerings:
Branding
Marketing
Attraction

Brand Message:
Branding that Captures
Your Essence and
Attracts Perfect
Customers



**Well
Branded
Signature
Program**



*If you pay close
attention
you will realize I
am
demonstrating
this right now!*

**REBEL
m@rketi_g**
for women who won't be silent!

Free Offer

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Step 6: TAKE ATTRACTIVE ACTIONS ...Get Your Message Out to the World!

- You know what you want
- You have your Authentic Brand
- You have your Free Offering
- You have your Products and Services
- Now go out networking, in person and online and share your passion authentically. Connect with people of like mind and heart.

Give give give, and watch what the Universe brings you!



That's how I attracted Julia Butterfly Hill

Thanks for the
beautiful website
and the organic
vegan muffins!



I want to support
your heart-
centered activism
and have a private
visioning session
with you at my
house.





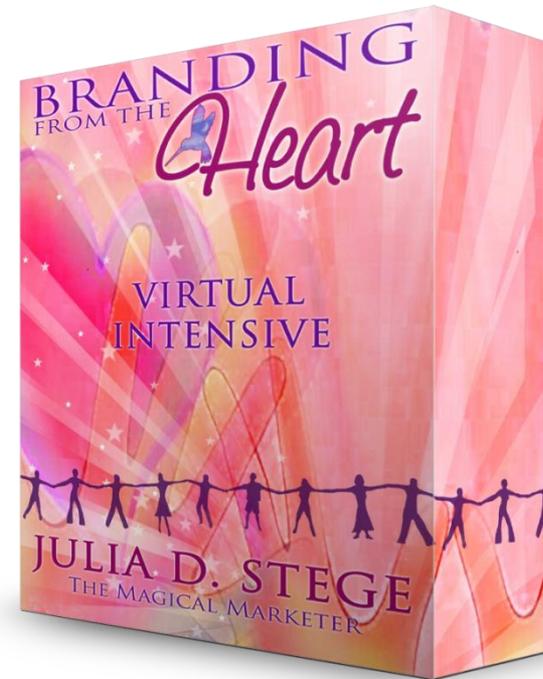
In a few minutes I'll
open the lines to
answer your
questions... and to do
our prize drawing...but
first...



Do You Need Help Attracting Your Perfect Customers Authentically?

I have created a step-by-step program to help you **FOCUS, BRAND, and MARKET** in an authentic, rebellious way that is **FUN and FULFILLING....**

At an amazing discount you can't resist...



Save 50% off Branding from the Heart Virtual Intensive 2014 OR save \$200 off Branding Breakthrough Consulting Package

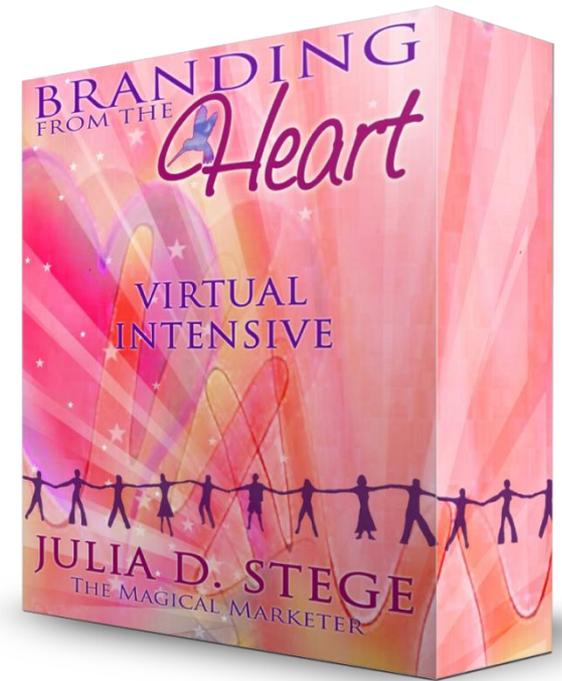


www.magical-marketing.com/branding-special

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This program will help you:

- 1) Describe your Perfect Customers so they recognize themselves
- 2) Discover what makes you AND your perfect customers tick.
- 3) Create an authentic Brand Message that attracts your tribe
- 4) Develop a wildly attractive free offer and marketing funnel that is fun, fulfilling and sustainable for you
- 5) Brand all your offerings consistently
- 6) Learn to express your message through your Brand Visuals
- 7) Create an Umbrella Brand that promotes everything you're up to
- 8) Learn ways to authentically attract your perfect customers online.



Regularly \$597, Now
only \$298!
Sale ends Sat. 5/31
at Midnight!

Save 50% off Branding from the Heart Virtual Intensive 2014 OR save \$300 off Branding Breakthrough Consulting Package

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Because I'm a total Tree Hugger,
I am donating a tree for each registration in my
Branding from the Heart Webinar Intensive!



Ask yourself:

How long have you been struggling to come up with the right words and images to reflect your purpose-driven business?

How many customers are you losing by not getting out there with a cohesive brand message that attracts your perfect customers?

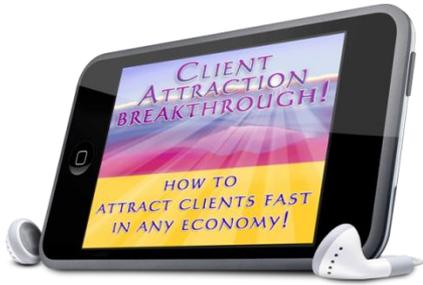
How long are you going to play small and keep your world-transforming gifts to yourself?

Now is the perfect time to
GO FORTH AND ATTRACT!

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**ENTER TO WIN
CLIENT
ATTRACTION
BREAKTHROUGH**

*How to Attract Clients
Fast in Any Economy*
Value \$333!

Enter 3 words that
describe your purpose
in the questions box.
3 WINNERS will be
selected by end of day.



I'm opening the lines to take your questions about my program or anything I've covered in today's session.

I want to empower you to share your purpose in a way that inspires millions of people to transform their lives and the world!

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SALE ENDS SAT. 5/31 AT MIDNIGHT PT

Need more help? Apply for a complimentary
Magical Strategy Session with Julia at

www.MagicalStrategySession.com

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