

iFeel Marketing Document

When is the last time you stopped to ask yourself, How am I feeling right now? iFeel is an application to help you get in touch with your feelings on a daily basis. Thoughts, like waves in an ocean, come and go, but feelings are instructive. Learning how to tap into them and learning the words to express those feelings can lead to better judgment, more confidence and ultimately self-awareness.

Daniel Goleman: “Self-awareness – recognizing a feeling as it happens – is the keystone of emotional intelligence.”

Self-awareness is essential to self-acceptance and success in an increasingly disconnected world. Understanding your feelings is a way to help you connect with your authentic self and your power.

Try the application and see how your life changes when you know yourself better; when you pay attention to your feelings. The application and basic reporting are free.

How it Works

1. Set your phone to prompt you to check-in on your feelings. You can control the frequency or you can let the application decide.
2. When prompted or as you feel moved to express yourself, log your feeling by using our dynamic interface. The more you check in the higher level of awareness you can achieve.
3. Next you can choose to share your feeling with your community on Facebook or Twitter, or keep it to yourself.
4. That’s it. You’re done. You can quit the application or take a look at the most important part of the application, your feelings report. The free version of the application comes with a basic report, but you can choose to understand your feelings better via advanced reporting for only a small fee. A week of logged feelings is recommended for best results.

What are your feelings telling you? Find out now by downloading the app

<Link to iFeel website>