ChatGPT Business

https://chatgpt.com/share/670e68b2-32e8-8004-b4aa-a8f95f7653ca

[V2 Brand Mission Offerings](https://docs.google.com/document/d/1gXEyRT59irKtwMepMjMFTYmBZ40y-D2SfFLMBB1d07Y/edit?tab=t.0)

### **1. Target Audience**

The target audience for this business would be:

1. **Personal Development Seekers**: Those interested in self-improvement through practical tools like **Human Design** (HD) and **Internal Family Systems** (IFS), without delving too deep into “woo-woo” practices.
2. **Individuals Seeking Alignment**: Professionals, parents (especially mothers), and individuals experiencing life transitions (career, motherhood, identity shifts) who want to align their internal desires with external actions.
3. **Overachievers or Perfectionists**: People who are constantly striving but feel blocked by internal conflicts, self-sabotage, or fear-based mental patterns.
4. **Action-Oriented Individuals**: Clients who are looking for structured, goal-oriented coaching to help them unlock their true potential and move beyond emotional blocks.
5. **Clients Familiar with Other Modalities**: Those who have engaged with personal development systems like **Joe Dispenza**, **To Be Magnetic**, or even **traditional therapy**, and are now seeking something more customized and integrative.

### **3. Customer Journey**

1. **Awareness Stage**
   * **Discovering the Brand**: Customers might first encounter the business through **Instagram reels**, **YouTube videos**, or a **blog post** that introduces the concepts of HD and IFS.
   * **Lead Magnets**: Offering a **free resource** like a Human Design cheat sheet and IFS or a webinar explaining the integration of HD + IFS could capture leads.
2. **Consideration Stage**
   * **Free Webinars or Workshops**: This is where potential clients could dive deeper into the methodology through free sessions explaining how **self-integration** and **goal manifestation** work together.
   * **Social Proof**: Testimonials, case studies, or IG posts showing **client transformations** and how the HD/IFS approach changed their lives.
3. **Conversion Stage**
   * **1:1 Coaching Packages**: Clients can choose between a one on one session, a **4-session container**  with high level touch points and more self work and video content, or lastly, a **committed 12 week containe**r where each session we do the work together., where the first sessions focus on HD, and the latter involve **unburdening parts** and aligning goals.
   * **Subscription Model**: Continuous access to **podcasts, worksheets**,**video**  and additional resources could encourage long-term client relationships.
4. **Retention Stage**
   * **Membership Platform**: Offering monthly group sessions or additional content to support ongoing personal growth.
   * **Community**: Creating a community where clients can engage in guided workshops or **Q&A sessions** related to HD and IFS.

### **4. Brand Purpose**

**Purpose**:  
To help individuals **transcend internal obstacles** and **empower themselves** by providing a **personalized roadmap** combining Human Design and IFS. The goal is to allow clients to live authentically and align their **internal world** with their **external goals**.

Keywords for promotion

Simplicity, straight forward, realtime, step by step roadmap, personalized in what to do every stage, less grey area and more focus ,

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### **5. Brand Positioning**

Position the brand as the **first-of-its-kind coaching service** that integrates **Human Design** and **Internal Family Systems**, offering clients a **practical approach** to achieving life-altering transformation. Emphasize its **action-oriented focus** rather than deep emotional healing, attracting people who are looking for **results-driven coaching**.

### **6. Brand Voice**

* **Empathetic and Encouraging**: Speak to clients in a warm, approachable tone, making them feel heard and supported. Use phrases like "I'm here to guide you."
* **Goal-Oriented**: Keep the conversation practical and actionable, focusing on how clients can achieve tangible results. Example: “Let's identify the steps to your goal.”
* **Non-Jargon, Accessible**: Avoid deep therapeutic jargon. Simplify terms, so the focus stays on **transformation** and **clarity**.
* **Empowering and Positive**: Encourage a sense of **possibility** and **ownership** over their journey. Use phrases like "You have the answers within."

### **7. Brand Messaging**

* **Core Messages**:
  + **Alignment & Empowerment**: "Discover how to align with your true self and clear the path to your goals using a unique blend of Human Design and Parts Work."
  + **Practical Transformation**: "Unlock your potential by understanding how to make decisions from an aligned place and release the fears holding you back."
  + **You Are Your Own Solution**: "I guide you through the process, but everything you need is already inside you."
  + **Close the Gap**: "You already know what you want, let’s get clear on why you don’t have it—and how to change that."

### **8. Business Name Categories**

1. The Self Inventory Lab -over arching brand
   * 1. a deeper, more open-ended exploration of your identity and purpose.
   1. The (Self-Inventory) Seekers Collective- community
   2. The Insight Mapping System (this is what I created and everything relates back to it
   3. Architect of Alignment (you become this)

### **1. Framework & Methodology**

The framework blends **Human Design (HD)** with **Internal Family Systems (IFS)**, allowing clients to access clarity, unburden their internal blocks, and align with their authentic selves. Here’s a structured approach:

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#### **Insight Mapping System: (**[**Framework outline**](https://docs.google.com/document/d/1DKoUj-Ua-ZtpqhludOzli-uGYja7hLDUKuSwTt53Idw/edit?tab=t.0)**)**

This is the core of your offering and coaching approach. Below is a step-by-step framework for how it could unfold during client engagements.

1. **Insight Mapping System Introduction**
   * Introduce the methodology, explaining how **Human Design** gives them a blueprint of their natural tendencies and how **IFS** will help unburden and align internal parts.
   * Set the intention for the coaching container: gaining clarity, reframing fears, and creating action steps.
2. **Clarify the Goal**
   * Each session begins by understanding the client’s core goal—whether it’s related to **career**, **relationships**, or **self-worth**. Use **Human Design** to explore how they are wired to approach these areas.
   * Identify where they are in their life and where they want to go.
3. **Introducing Human Design**
   * Explore their **Human Design chart**: focus on **energy type**, **strategy**, **authority**, and **profile**.
   * Visualize how they can align with this design in daily tasks and decisions.
   * Provide practical tips for incorporating **Human Design strategy and authority** into their day-to-day decision-making process (e.g., using **Gut/Sacral Authority** to make choices).
4. **Uncovering Obstacles with IFS**
   * Address the internal roadblocks. Use **parts work** to identify the inner voices or parts (managers, protectors, firefighters) that are blocking progress.
   * Compassionately inquire into these parts and ask: "What are you protecting?"
   * Guide the client in **releasing fears** and **limiting beliefs** by creating a dialogue with their inner parts.
5. **Creating Alignment & Action**
   * Integrate the unburdened parts into a new self-led framework. Clients will now use their **authentic self** and their **Human Design blueprint** to guide daily decisions.
   * Develop **actionable steps** with specific exercises (e.g., daily check-ins, journaling) that align with their energy type and authority.
6. **Follow-Up & Review**
   * At each check-in, review the client’s progress in living out their Human Design and addressing lingering parts that may still resist.
   * Adjust goals and focus as they transcend previous baselines, continuing to create **self-leadership** and momentum.

### **2. Vision Statement**

*“To empower individuals to achieve personal clarity, transcend internal limitations, and unlock their fullest potential by integrating Human Design and Internal Family Systems into one seamless, goal-oriented coaching experience.”*

### **3. Sample Offerings**

Here’s how the framework could be structured into different offerings, allowing clients to engage at various levels based on their needs and readiness:

#### **Free Content**

* **Newsletter**: “The Self Seekers Club” offers monthly tips on aligning with one’s Human Design type, and journal prompts for self-inquiry.
* **Social Media**: 1-2 **reels per week** explaining parts of HD and IFS, with voiceovers asking reflective questions about self-alignment.
* **Free Webinar**: A webinar titled *"How to Unblock Your Potential with Human Design & IFS"* introducing the methodology in simple, actionable steps.

#### **Subscription Model**

* **Monthly Membership**: "Self Inventory Lab" gives access to **exclusive podcasts**, curated **self-reflection prompts**, and videos breaking down how HD types can apply these principles in everyday life. Content will also focus on working with parts to clear internal blocks.
  + **Price Range**: $15-25/month.

#### **Workshops & Webinars**

* **Live Group Workshops**: *“Unburdening for Clarity”*, a 2-hour live workshop guiding participants through an exploration of one key internal block, using both HD and IFS principles. These will be held quarterly.
  + **Price Range**: $25-50 depending on depth and group size.
* **Pre-Recorded Courses**: A course titled *“Human Design for Self-Leadership”* could break down the fundamentals of HD and how clients can start applying these insights immediately to enhance decision-making.
  + **Price Range**: 49 for pre-recorded content.

#### **Coaching Packages**

* **1:1 Coaching:** Stand alone sessions
  + A client is looking for a standalone session focused on identifying that last, elusive piece or recognizing the repeating pattern that’s been holding your client back from manifesting their goals.
  + **Price Range:** $275-$335
* **1:1 Coaching**: A n deep dive into a client’s **Human Design blueprint** followed by exploring **parts work** to clear the way toward their biggest life goals.
  + **Session Breakdown**:
    - **Session 1**: Become
    - **Session 2**:detach
    - **Session 3**: roadmap of intention
  + **Price Range**: $900-1,200 for a 3-session package.

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#### **High-Touch Group Container**

* **3-Month Group Coaching Program**: This in-depth program focuses on combining HD and IFS over 12 weeks. Weekly group coaching calls plus 1:1 check-ins allow participants to experience both frameworks together and apply them to their personal lives.
  + **Price Range**: $2,000-3,000 for the full program.