



TESS ALLEN

Brand Messaging & Voice

GUIDE

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Boilerplate Statement

Your Boilerplate Statement is a sentence that shares core business information to the public. Think of it as an executive summary of your business, briefly sharing your brand's mission, values, and operations. It can be used for press releases, short bios, in proposals and contracts, etc.

Tess Allen helps individuals reconnect to their intuition and live more peaceful lives with energy medicine and somatic practices like EFT tapping.

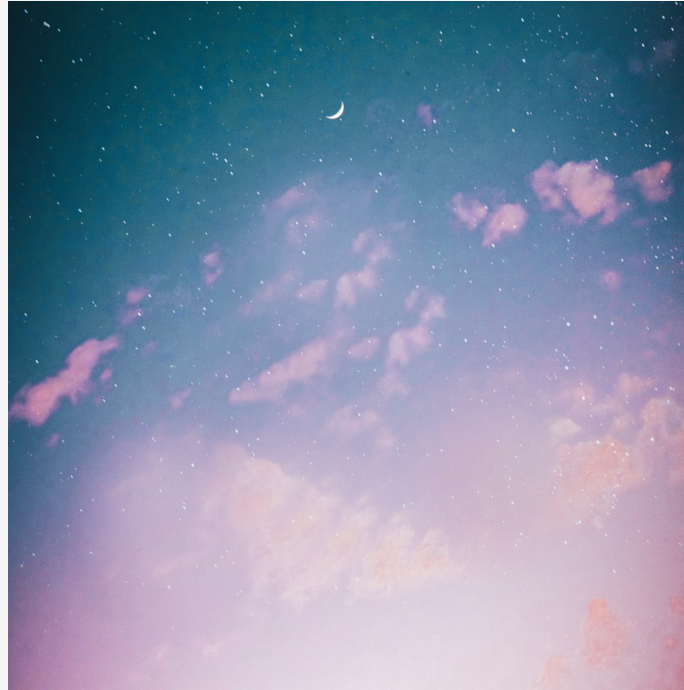
ABOUT TESS

Tess Allen is an EFT Practitioner, Artist Coach, Emotional Alchemist, and Spiritual Seeker. She discovered the world of EFT after experiencing years of shame and wounding after her sexual assault. Tapping jump-started her healing journey, allowing her to unpack her emotions, reframe her story, and emerge from survival mode. Now, she helps others suffering with overwhelming stress, trauma, and emotional pain find relief and reconnect with themselves.

She is professionally trained in somatic experiencing, EFT tapping, Internal Family Systems, Shadow Work, Embodiment Practices, and Flow. Tess is also a certified Flow State Coach by the Flow Research Institute and has 80+ hours of hands-on EFT training.



Meet the Founder



Business Overview

PURPOSE STATEMENT

Tess Allen helps individuals reconnect to their intuition and live more peaceful lives.

SERVICE OFFERINGS

Tess Allen offers virtual EFT tapping sessions and hosts a 5-week group program for artists called The Regulated Artist.



Mission Statement

Tess Allen's mission is to give people the tools to regulate their nervous systems and create their dream life.

Vision Statement

Tess Allen's vision for the world is one where people come together as a conscious community devoted to love and healing.



Business Origin Story

Tess Allen started her business after experiencing the healing effects of ETF therapy after experiencing a sexual assault. Tapping helped her neutralize the intense emotions around her trauma, unpack what was really underneath her feelings and outbursts, and helped her find relief after living in chronic stress and survival mode for 7+ years.

Now, she helps people suffering from stress and trauma who want more out of life reconnect with themselves and release their emotional baggage. Tess has spent the better part of a decade working on herself and her skillset.

Unique *Value* Proposition

Tess Allen makes energy healing less woo-woo and provides her clients with the tools to regulate their nervous systems, unleash their creativity, and find ultimate fulfillment from within. Her work combines the world of subconscious healing (think: EFT tapping, embodiment training, re-patterning, shadow work) and the neuroscience-based protocols of peak performance flow to help you gain clarity, stop self-sabotaging, and get sh*t done.

Brand Values

The driving forces behind Tess Allen's practice



AUTHENTICITY

Tess welcomes all parts of her clients to her work—and she brings all parts of herself, too.



GROWTH

Tess believes that as human beings in pursuit of more, everyone must be willing to put themselves out there before they're ready to experience their true desires.



WILLINGNESS

Tess believes that growth isn't always linear. She's here to remind her clients that although the spiral of healing may feel confusing, everything can be leveraged for the highest good and expression.



Brand Values

The driving forces behind Tess Allen's practice



BALANCE

Tess believes that healing is more than just “work”—it can involve play. She promises to bring levity and light to the hard parts of life and help her clients enjoy the process of returning to themselves. →



CREATIVITY

Tess will always make sure her clients remember that they are magical and creative humans, even if they don't consider themselves artists. →

Service Overview

01 EFT Tapping

EFT tapping sessions are meant to help individuals rewire their our brain, neutralize their intense emotions, and overcome their fears so they can make more grounded decisions and live a more fulfilling life. All sessions are held virtually and led by Tess herself. Clients have reported that after tapping sessions, they've been able to stop living in the past, update old belief systems, create new habits, and reconnect with the pieces of themselves they thought were distant or lost.

02 Regulated Artist Program

Regulated Artist is a 5-week flow coaching program designed to help individuals reclaim their creativity and reach peak performance. It combines flow techniques and somatic coaching to help address burn out, creative blocks, and fear so individuals can reconnect with their inner artist and find joy in creating again.

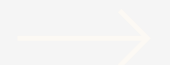
Transformation Overview



A client comes to Tess Allen experiencing stress and anxiety from unresolved trauma or limiting beliefs and leaves feeling light, calm, connected to their sense of self, and ready to make clear and grounded decisions.

Client A goes from feeling overwhelmed by their emotions to learning to flow with their feelings and let them go.

Client B goes from feeling stuck in old patterns to having the clarity needed to make clear and grounded decisions.



Transformation Overview

Client C goes from feeling disconnected from their body and intuition to learning to trust themselves.

Client D goes from projecting their feelings onto their loved ones to understanding the reasons behind their emotions and beliefs.

Client E goes from having many ideas and no energy to execute to being able to take advantage of their flow state of peak performance and productivity.

Client F goes from letting limiting beliefs and old patterns hold them back from achieving their goals to rewriting their own narrative and gaining more confidence in themselves.



Transformation Overview



Client G goes from experiencing burn out and stress to finding emotional relief.

Client H goes from living in survival mode to living in growth mode.

Client I goes from lacking inspiration to reclaiming their creativity and feeling excited about their art.

Client J goes from resisting change to welcoming it with open arms.



TRANSFORMATION OVERVIEW CONTINUED

Clients go

From This...	...To This
Overwhelmed by their emotions	Learning to flow with their feelings and let them go
Stuck in old patterns	Having the clarity needed to make clear and grounded decisions
Feeling disconnected from their body and intuition	Trusting themselves
Projecting their feelings onto their loved ones	Understanding the reasons behind their emotions and beliefs

TRANSFORMATION OVERVIEW CONTINUED

Clients go

From This...	...To This
Having many ideas and no energy to execute	Taking advantage of their flow state of peak performance and productivity
Letting limiting beliefs and old patterns hold them back from their goals	Rewriting their own narrative and gaining more confidence
Experiencing burn out and stress	Finding emotional relief
Living in survival mode	Living in growth mode

TRANSFORMATION OVERVIEW CONTINUED

Clients go

From This...	...To This
Lacking inspiration	Reclaiming their creativity and feeling excitement about their art
Resisting change	Welcoming it with open arms



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Ideal Client Overview

A closer look at the perfect-fit client for
Tess Allen





Sample Client Profile

Tess Allen's ideal client is someone who is experiencing anxiety, stress, unresolved trauma and is stuck in a spiral of limiting beliefs and old patterns of behavior. This person wants to shift their mindset and embrace the elements and techniques of energy medicine to flow with their emotions, embrace a deeper meaning in life, and reconnect with their inner voice and intuition.

This person craves connectedness with their work, wants to live in the here and now, and find freedom in their lives.



Client Profile: Typical Struggles

- Feeling frustrated with the ups and downs of being on an emotional rollercoaster
- Unsure how to access their inner guidance system/intuition
- Feels stuck in their options and relationships
- Projects their feelings onto others and mistrusts in their relationships
- Has lots of ideas but no energy to execute
- Lost a sense of wonder for the world
- Letting limiting beliefs and old patterns hold them back from achieving their goals
- Very resistant to change
- Unable to tap into their highest potential
- Constantly compare, people-please, and get in their head
- Feeling burnt out and really stressed
- Addicted to fight or flight
- Their body mistrusts feeling good, calm, or relaxed





Client Profile: Typical Desires

- Experience more flow and freedom
- To stop playing small
- More control over their emotions and internal narratives
- Trust themselves
- Manifest money, opportunities, and relationships
- Stop self-sabotaging
- Let go of all that is holding them back
- Live in the here and now
- Find inspiration
- Work on their craft
- Gain greater confidence in themselves
- Stop living in survival mode
- Bring their whole self to their work



Client Profile: Limiting Beliefs



- I can't change
- I'm not brave enough
- I'll never be good enough
- I'm not creative
- Someone else has done it better
- I don't have time
- People will judge me
- People will leave me
- I am too broken
- I am unlovable
- This is just the way things are
- I'll never get there
- Bad things happen to me
- My problems are too complicated
- I fear I won't get better
- I will disappoint others if I achieve what I want
- I must have the right circumstances before trying something new
- I am afraid of how change will affect my life



Client Profile: Typical Objections



- This person is not ready to devote themselves to their own healing
- This person doesn't want to get out of their comfort zone
- This person isn't interested in radical responsibility
- This person isn't ready to take responsibility for their life and write a new story
- This person discounts that energy medicine is real
- This person is quick to judge anything but western medicine
- This person thinks tapping is dumb
- This person experiences pain while tapping
- This person thinks tapping is black magic or voodoo
- This person thinks the tapping community is a cult
- This person believes complex issues like these require working with a qualified mental health professional
- This person believes tapping isn't based on science
- This person doesn't know anyone who has tried tapping to solve their problems →
- This person thinks tapping looks silly





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Brand Voice Overview

The details of Tess Allen's unique
voice



Tone

Tess Allen's voice is inviting, poetic, and strong. She prioritizes using language that makes her prospective clients feel connected, hopeful, and inspired. Her voice is the perfect balance of masculine energy, to encourage her leads to take action, and feminine energy, to connect deeply and lovingly with her prospects.

Tess Allen avoids girly or millennial slang. Tess is open to light profanity when used tastefully and to connect with her audience in a conversational way.

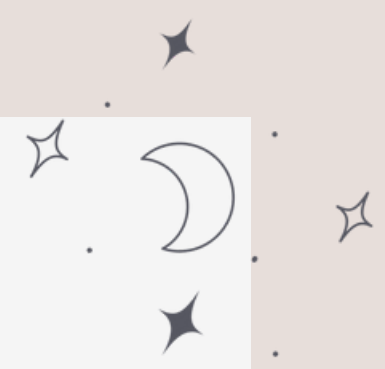
Tempo

Tess Allen speaks with the cadence of an intimate conversation between friends. Sentences tend to be longer and filled with two to three examples or list items. Occasionally, Tess will use short, declarative sentences to add style and personality to her language.



Word Bank

Words often used by Tess Allen



<i>Seen</i>	<i>Reconnect</i>	<i>Potential</i>
<i>Hopeful</i>	<i>Creativity</i>	<i>Suffering</i>
<i>Abundant</i>	<i>Energy</i>	<i>Wound</i>
<i>Ready</i>	<i>Flow</i>	<i>Purpose</i>
<i>Inspired</i>	<i>Heartbreak</i>	<i>Clarity</i>
<i>Connection</i>	<i>Grief</i>	<i>Manifestation</i>
<i>EFT</i>	<i>Patterns</i>	<i>Artist</i>
<i>Intuition</i>	<i>Doubt</i>	<i>Regulation</i>
<i>Trauma</i>	<i>Intimate</i>	<i>Somatics</i>
<i>Stress</i>	<i>Special</i>	<i>Neuroscience</i>
<i>Tools</i>	<i>Trust</i>	<i>Rewire</i>
<i>Protocols</i>	<i>Relationships</i>	<i>Performance</i>
<i>Emotions</i>	<i>Fulfillment</i>	<i>Spiritual</i>
<i>Confidence</i>	<i>Healing</i>	<i>Alchemist</i>

Word Bank

Words often used by Tess Allen

Subconscious

Survivor

Shame

Art

Journey

Peace

Change

Brave

Embodiment

Homecoming

Relief

Balance

Boldness

Growth

Authenticity

Willingness

Survival

Spirit

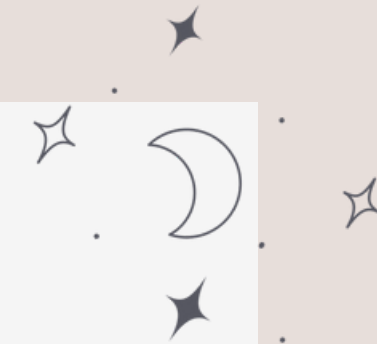
Acupuncture

Cognition

Fun

Validation

Play



Phrase Bank

Words often used by Tess Allen

Live consciously

Flow with your emotions

Increase your confidence

Reconnect with yourself

Reconnect with your creativity

EFT Tapping

Emotional Freedom Technique

Energy medicine

Somatic practices

Flow coaching

Creativity Coaching

Old patterns

Destructive mind loops

Self-sabotage

Collective healing

Heal yourself

uncover your full potential

Clear past wounding and trauma

Connect with your higher purpose

Connect with your intuition

Release unnecessary stress

Rewire your brain

Drop limiting beliefs

Clear your energy system

Regulate your nervous system

Reclaim your creativity

Phrase Bank

Words often used by Tess Allen

Pursue your passions
Reach peak performance
Find ultimate fulfillment
Shadow work
Embodiment training
Sexual assault survivor
Optimize your creative energy
Journey of self
Creative human
Come home to yourself
Pursuit of healing
Transformational healing
Heart-opening expansion
EFT therapy

Uncover subconscious blocks
Conscious community
Survival mode
Growth mode
Experience your truest self
Healing modalities
Regulated Artist
Trauma informed
Flow science-backed
Inner artist
Shift your beliefs
Creative process
Get back in touch with your inner artist



Questions?

Get in Touch

E-MAIL

valcasolawrites@gmail.com

WEBSITE

www.valcasola.com

VAL CASOLA
Writes