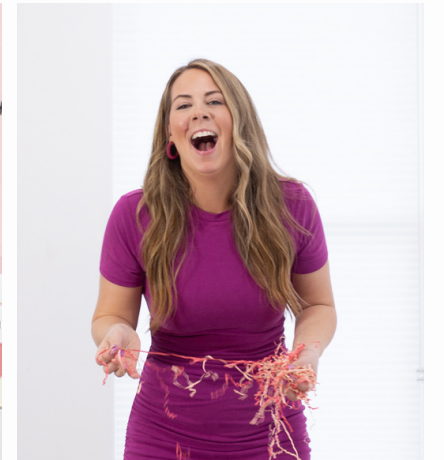
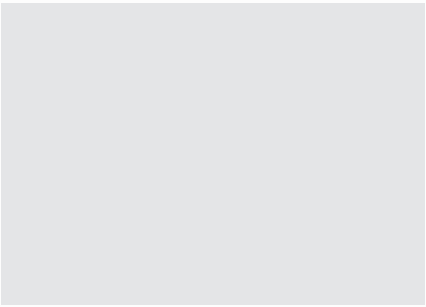




JULIE | THE BRAND



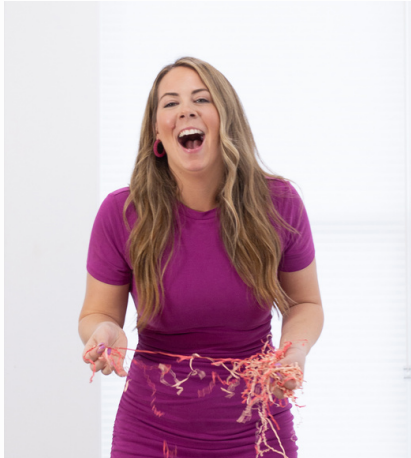
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JULIE BOONE



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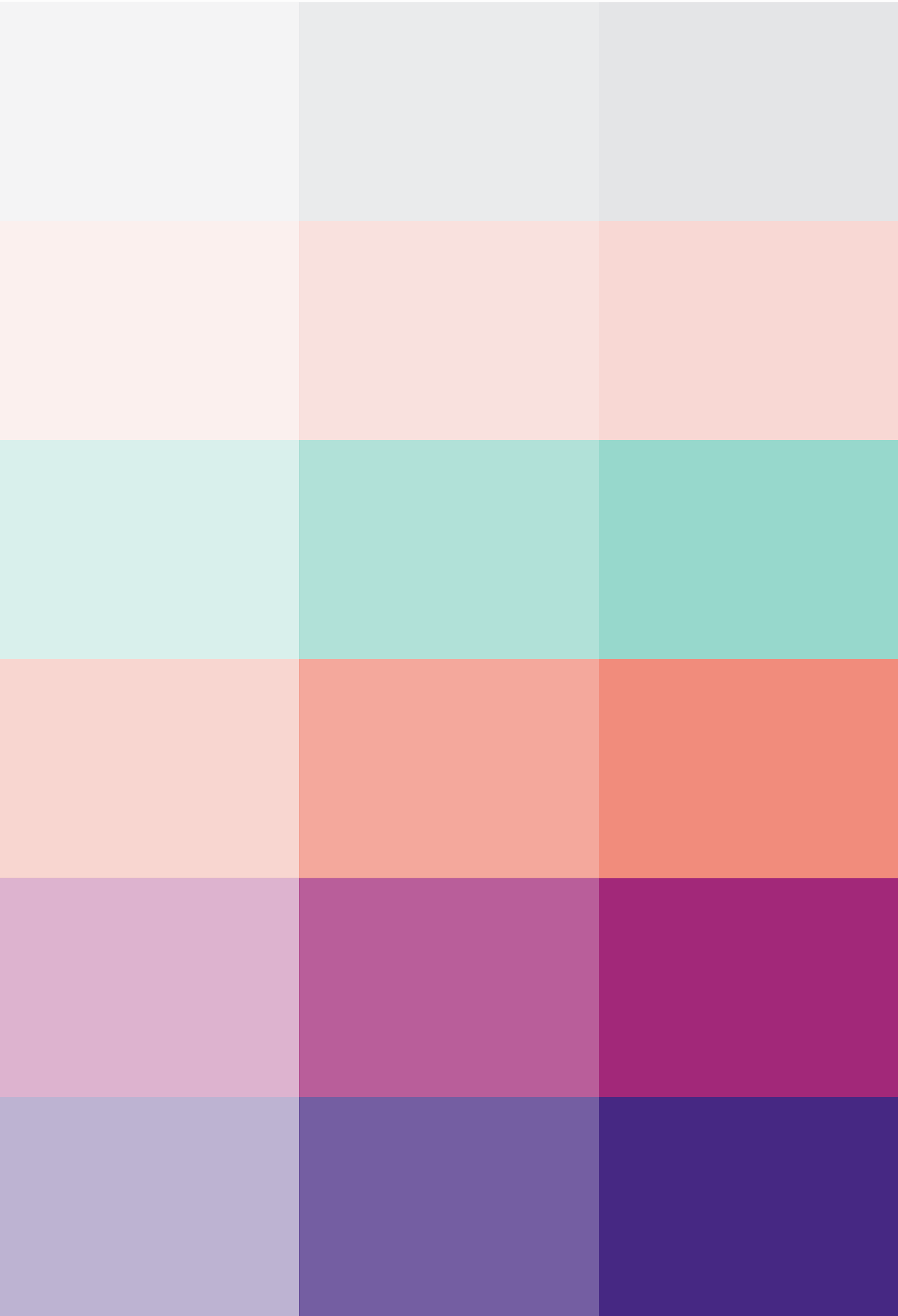
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Julie Boone

JULIE BOONE



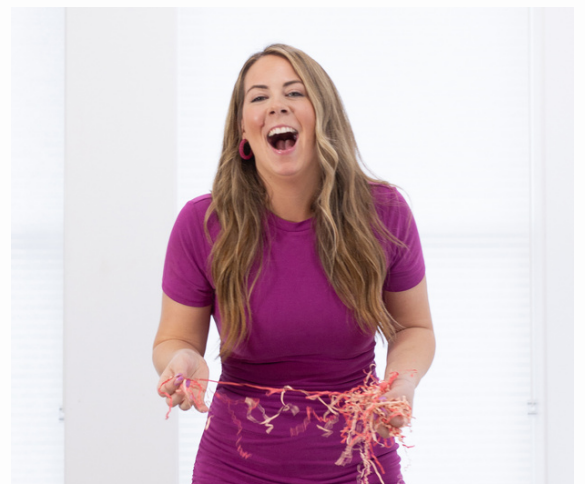


JB

JULIE BOONE

My mission is to help you leave feeling in control of your life, schedule and goals. You have set up an ongoing, sustainable system that will allow you to thrive beyond this program. You will be left with a toolbox of new skills, including time management techniques, sustainable habits, routines, and healthy boundaries.

JULIE BOONE



IT CAN HAPPEN!

Tomorrow is brighter than today
Where there's a will there's a way!

development

STRATEGY

Tomorrow is brighter than today and all your dreams can come true if you believe.

We have the grit and determination to outwork the rest.

growth

- Determination
- Defy common belief
- Thirst for knowledge

- HONEST
- REASSURING
- INFORMED
- CANDID
- REASSURING
- MYSTICAL
- STRONGER
- BRAVE
- VISION

DRIVE

- Mastery
- Courageousness
- Growth
- Development
- Defence
- Transformation
- Knowledge
- Vision
- Belief
- Discovery

FEAR

- Incompetence
- Cowardice
- Deterioration
- Downfall
- Incapability
- Challenge
- Defeat
- Conquer
- Insecurity
- Indifference

vision



IT CAN HAPPEN.

MYSTICAL
INFORMED
REASSURING

Tomorrow is brighter than today and all
your dreams can come true if you
believe.

The Magician strives to make dreams come true through somewhat mystical ways. They have the ability to take people on a journey of transformation through the experience of a magical moment. They believe that we are limited only by imagination and defy the common belief of the laws of reality to lead us to a better future. Magicians have a thirst for knowledge though they don't willingly share it, rather they use it to show their vision.

The Magician archetype rarely fits a buyer persona but appeals to different personas with their ability to transform. Brands that provide a product or service that take their customers on a transformational journey (Lost to found, Insecurity to security, Worn out to refreshed), could well consider the Magician Archetype as the personality to connect with their audience.

DRIVE

Transformation
Knowledge
Vision
Belief
Discovery

FEAR

Consequences
Stagnation
Doubt
Uncertainty

STRATEGY

Develop A Vision & Live By It
Transformation



The Hero

**MASTERY**

*Where there's a will
theres a way*

WHERE THERE'S A WILL THERES A WAY

HONEST
CANDID
BRAVE

We can make the world better. We have the grit and determination to outwork the rest.

The Hero’s main motivation is to prove their worth through courage and determination. They work hard in order to have the skills they deem requirements and take pride that their work rate sets them apart from the rest. They need to meet challenges head-on and carry defeats or failures until they are corrected. The Hero wants to save the day to prove their worth to themselves but also so the world knows of their ability.

To appeal to a hero you should inspire them and make them feel empowered to succeed and achieve. They see themselves as upstanding citizens and the bully’s nemesis and they stand up for what’s right. Hero’s want to rise to their ambitions and brands that can acknowledge those ambitions and encourage the challenge will connect with them. A Hero wants to be inspired by the possibility to achieve and gratification that comes with it.

DRIVE

- Mastery
- Courageousness
- Growth
- Development
- Defence

FEAR

- Incompetence
- Cowardnice
- Deterioration
- Downfall
- Incapability

STRATEGY

Become Stronger and Better
Prove People Wrong

