



# soul to soul

business & marketing  
for therapists, coaches & healers

## Captivating Colours - 1

Write 5 words/small statements to describe your tribe:

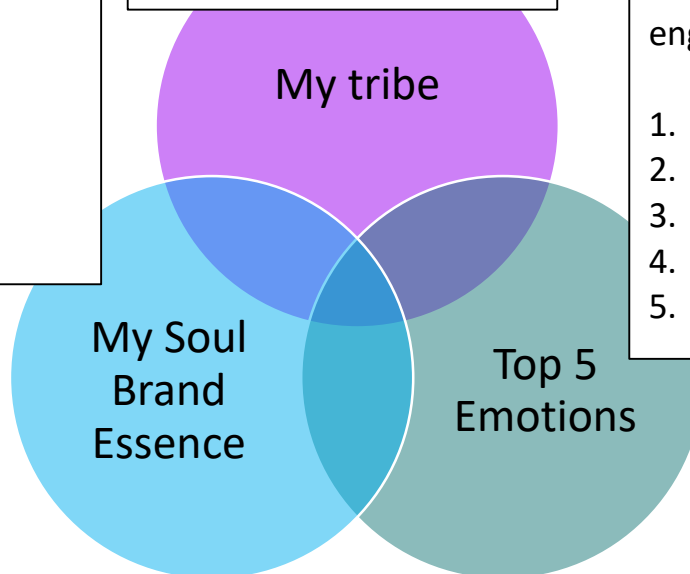
- 1.
- 2.
- 3.
- 4.
- 5.

Write 5 words/small statements to describe your soul brand:

- 1.
- 2.
- 3.
- 4.
- 5.

Top 5 emotions you tribe wants to feel when they engage with you:

- 1.
- 2.
- 3.
- 4.
- 5.



### What Are My Echoing Emotions?

The emotions that I want my brand to express based on the needs of my tribe and my soul brand:

- 1.
- 2.
- 3.
- 4.
- 5.

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## Need more inspiration for emotion words?

Absorbed	Playful	Entertainment	Pleasure
Alive	Calm	Enthralled	Positive
Amazed	Captivated	Enthusiasm	Powerful
Amused	Carefree	Envy	Reassured
Animated	Caring	Excitement	Relaxed
Appreciative	Cheerful	Exhilaration	Relief
Astonishment	Collected	Expectant	Secure
Attraction	Comfortable	Exuberant	Serene
Awe	Committed	Fortunate	Settled
Blessed	Compassionate	Free	Strong
Bliss	Courage Crafty	Fulfilled	Sure
Bold	Delighted	Goofy	Surprised
Bouncy	Empathic	Happy	Thankful
Brave	Energetic	Inspired	Trust
Breathless	Engrossed	Interested	Upbeat
Bubbly	Enjoyment	Intimacy	Warmth
Buoyant	Enlightenment	Joy	Welcome
Optimistic	Lucky	Lighthearted	Wonder
Lively			

## Example of Captivating Colours 1



### What Are My Echoing Emotions?

The emotions that I want my brand to express based on the needs of my tribe and my soul brand:

1. Safe
2. I Matter
3. I Can Do It
4. Supported
5. Loved

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## The Psychology Of Colours

<b>RED</b> Power Excitement Strength Power Passion Energy	<b>ORANGE</b> Confidence Warmth Innovation, Friendliness Energy Bravery	<b>YELLOW</b> Optimism Warmth Happiness Creativity Friendliness	<b>GREEN</b> Health Hope Nature Growth Freshness Prosperity	<b>BLUE</b> Trust Loyalty Dependability Logic Serenity Security
<b>PURPLE</b> Wisdom Luxury Wealth Spirituality Sophistication Royalty	<b>PINK</b> Imaginative Passionate Transformation Balance Creativity	<b>BROWN</b> Serious Earthiness Reliability Authenticity Warmth Support	<b>BLACK</b> Sophistication Security Power Authority Substance	<b>WHITE</b> Cleanliness Clarity Purity Simplicity Freshness

### So What Are My Brand Colours?

### So What Are My Brand Hex Colours?

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## Captivating Colours - 2

Step 1: Tick any of the following options:

- I want a pure color feed
- I want to use a backdrop color in my feed

Step 2: Pick your backdrop colour/s for your feed if you are using one:

- white
- grey
- black
- brown/cream

Step 3: Choose your accent colours:

- black
- orange
- red
- green
- pink
- brown
- yellow
- blue
- purple

Notes: