

The Dream Creator Mastermind

MASTERCLASS #05: BUILD YOUR
PLATFORM & ATTRACT YOUR TRIBE

“Ditch the dream, and be a doer, not a dreamer, whether or not you know what your ‘passion’ may be. The truth is, it doesn’t matter. You don’t have to know. You just have to keep moving forward. You just have to keep doing something, seizing the next opportunity, staying open to trying something new.”

Shonda Rhimes

WELCOME TO MASTERCLASS FIVE!

This week's Masterclass is called *Build Your Platform & Attract Your Tribe*.

As you may be able to tell by the title of this week's class, our focus is now shifting off the inner work and onto more practical principles.

We are now at a place in the Mastermind where we will be looking at taking steps forward and manifesting your dream in the external world.

You are now ready to build upon the changes you have been creating within. You have spent the past few months activating a new energy within yourself, and now it is time to begin bringing it out.

It is time to bring everything you have been cultivating, clarifying and creating within yourself out into the world.

So today we are going to be talking about creating a platform – be it a social media space or a blog - that will allow you to start sharing your messages, ideas and gifts.

I will be supporting you to create a space for yourself to express and share who you are and what you are about. This is a space where your authentic, true self can begin to be shared.

I will also be encouraging you to begin thinking about the audience you want to call in, and how you want to serve and support them.

IT IS TIME TO LET YOURSELF BE SEEN & HEARD.

For some of you this may be a challenging class, as it may be a very new feeling for you to share your ideas, passions and creations with others.

For others of you who already have a platform, this class will help you explore how to can expand and take things to a new level. Despite having a platform, this may still feel like a place where you are hiding or playing small.

This week may start to trigger and activate some of your fears, doubts or insecurities. If this happens, draw on all of the inner work principles you have learnt in the previous classes to help you.

It is natural and normal to feel vulnerable, afraid, exposed or anxious when you begin to be seen and heard for who you truly are, and if that arises it is totally ok. But remember that your power lies in what you are going to do when this fear arises - will you let it stop you? Or will you acknowledge it, breathe through it and keep moving forward?

Ultimately you came onto this journey because you were ready to create something new, and it is in this week's class that this will begin.

Each of you know that in your own way, you are here to contribute, offer or share something. You are here to help, uplift, teach or inspire in some way. Creating a platform and a community to begin doing that is a powerful starting point which will help you more fully step into who you are truly here to be.

HOW TO WORK THROUGH THE CLASS & WORKBOOK.

The video Masterclass and this workbook are designed to compliment each other, yet they serve a different purpose.

The Masterclass will share a lot of information that is not covered in this book. The class where I will teach you all of the principles you need to know for this week's topic.

This workbook has questions that are linked and related to what is shared in the Masterclass. They will allow you to take what I shared in the video class, and then reflect on how it applies to your own personal situation. These questions are designed to take you deeper, into a space of reflection and new levels of awareness.

While watching the Masterclass, I definitely suggest taking notes. You can use a special notebook that is dedicated to this program, or there is a section at the end of this book for notes.

You can either listen to the whole Masterclass first, and then work through the workbook, or you can watch the Masterclass in sections, pausing at different points to come to the workbook and dig into the questions.

As I have suggested previously, read through all the questions first to avoid doubling up on your responses and feel free to leave any of the questions that are not relevant or helpful.

1. YOUR PLATFORM

WHAT PLATFORM WOULD YOU LIKE TO CREATE TO SHARE YOURSELF, YOUR IDEAS, YOUR WISDOM, YOUR WORDS OR YOUR CREATIONS?

WHAT IS THE PURPOSE AND INTENTION OF THIS PLATFORM? E.G: TO UPLIFT, INSPIRE, TO EXPRESS YOURSELF, TO BE CREATIVE, TO BUILD A COMMUNITY, TO HELP OTHERS?

1. YOUR PLATFORM

WHAT ARE YOUR STARTING STEPS TO CREATE THIS PLATFORM? OR
WHAT STEPS WILL HELP EXPAND THE PLATFORM YOU ALREADY HAVE?

DO YOU HAVE ANY FEARS, DOUBTS, WORRIES, OR INSECURITIES THAT
ARE BLOCKING YOU AT THE MOMENT?

2. YOUR AUDIENCE

WHO DO YOU WANT TO ATTRACT TO YOUR PLATFORM AND CALL INTO YOUR COMMUNITY? WHO ARE YOUR IDEAL AUDIENCE?

WHAT ARE THEY LOOKING FOR? WHAT ARE THEY SEEKING? WHAT ARE THEY STRUGGLING WITH? WHAT ARE THEY NEEDING HELP WITH?

2. YOUR AUDIENCE

HOW DO YOU MOST WANT TO HELP, SUPPORT OR INSPIRE THEM?

HOW DO YOU WANT THEM TO FEEL BY BEING A PART OF YOUR COMMUNITY? THINK ABOUT WHY WOULD THEY JOIN YOUR COMMUNITY OR PRESS 'FOLLOW'.

2. YOUR AUDIENCE

WHAT MESSAGES, IDEAS, TIPS OR GUIDANCE COULD YOU SHARE THAT COULD HELP THEM? HEART-STORM A PAGE OF IDEAS OF WHAT KIND OF CONTENT YOU WOULD LOVE TO SHARE:

3. SOCIAL MEDIA

WHAT RESISTANCE, FEAR OR INNER STORIES DO YOU CURRENTLY HAVE ABOUT SOCIAL MEDIA?

HOW CAN YOU CHANGE YOUR THOUGHTS TO CREATE A POSITIVE AND EMPOWERING STORY ABOUT SOCIAL MEDIA? OR, ARE THERE ANY BOUNDARIES THAT COULD BE IMPLEMENTED TO SUPPORT YOU?

4. AUTHENTICITY & BEING YOU

WHAT DOES BEING AUTHENTIC MEAN TO YOU?

HOW ARE YOU WANTING TO PRACTISE BEING MORE AUTHENTIC,
BOTH IN YOUR EVERY DAY LIFE, AND ALSO ON YOUR PLATFORM, AND
WITH YOUR COMMUNITY?

4. AUTHENTICITY & BEING YOU

WHAT PARTS OF YOUR AUTHENTIC SELF YOURSELF DO YOU HOLD BACK FROM SHARING? WHAT PARTS OF YOURSELF MAKE YOU FEEL VULNERABLE TO BE SEEN? WHAT TRUE PASSIONS OR IDEAS ARE YOU AFRAID TO SHARE?

WHAT ARE YOU MOST WORRIED WOULD HAPPEN IF YOU SHARED OR SHOWED THESE PARTS OF YOURSELF?

4. AUTHENTICITY & BEING YOU

THINK ABOUT SOMEONE YOU CONNECT WITH IN REAL LIFE WHERE YOU FEEL THE MOST AT EASE, THE MOST YOURSELF, THE MOST FREE IN YOUR EXPRESSION. WHAT COMES OUT IN YOU? WHO ARE YOU WITH THIS PERSON? WHAT QUALITIES DO YOU EMBODY?

HOW DO YOU COMMUNICATE? HOW DO YOU EXPRESS YOURSELF? HOW DO YOU CREATE CONNECTION WITH THIS PERSON? HOW DO YOU BUILD TRUST?

4. AUTHENTICITY & BEING YOU

HOW CAN YOU BRING THESE QUALITIES OR WAYS OF BEING TO YOUR PLATFORM AND COMMUNITY? HOW CAN YOU BRING THIS SAME ENERGY, ESSENCE AND THESE QUALITIES TO THE CONNECTIONS YOU WANT TO CREATE ONLINE?

HOW CAN YOU BE MORE REAL, RAW, HONEST OR VULNERABLE IN HOW YOU SHARE YOURSELF ON YOUR PLATFORM?

4. AUTHENTICITY & BEING YOU

WHAT KEY PARTS OF YOUR STORY OR JOURNEY HAVE DEFINED YOU?
WHAT KEY CHALLENGES DID YOU EXPERIENCE AND WHAT LEARNINGS
DID YOU GAIN?

HOW CAN YOU SHARE THESE WITH YOUR AUDIENCE IN A WAY THAT
WOULD INSPIRE AND SUPPORT THEM IF THEY ARE GOING THROUGH
SOMETHING SIMILAR?

5. YOUR TRIBE

WHAT TYPES OF LIKE-MINDED PEOPLE ARE YOU WANTING TO CALL IN AS FRIENDS, PEERS AND SUPPORT PEOPLE? DESCRIBE THEM:

HOW CAN YOU START TO CONNECT WITH THESE PEOPLE? WHERE CAN YOU FIND THEM AND HOW CAN YOU BUILD GENUINE CONNECTIONS? (LISTEN TO THE VIDEO CLASS FOR IDEAS).

HOMework IDEAS

CREATE A VISION OR PINTEREST BOARD

To help clarify your vision for the platform you want to create (whether it is a blog, website or social media account) it can be helpful to make a mood board or vision board of images that represent the energy you want to bring to your platform. This can help you connect with the energy, feeling or look of what you want to create. You may want to include quotes, colour palettes, images or photos that will help you tap into the feeling and energy of your platform, and how you want people to feel when they engage with it.

SET UP YOUR PLATFORM AND SHARE IN OUR COMMUNITY!

If you already have one or more platforms including a website, social media, an online shop, a podcast etc, please come into our Facebook community and share them! We are all going to support each other on this journey. If you are in the process of setting up a new platform, come and share it with us in the group once it is created so that we can follow you and support you. If you need help or if you are experiencing challenges, come into our community and ask questions so we can support you.

BEGIN WRITING, SHARING AND CREATING

Use the clarity that you gained from this workbook to help you begin sharing on your platform. If you already have a platform, journal about your next steps and how you can expand and grow your community, or share your messages in new ways. What parts of yourself and your journey are you feeling called to express more of? Begin sharing whatever you feel called to share with others on your platform. Come from your heart with the desire to connect and serve. Hold the intention to draw in the people who most need to hear what you have to share, and start to let your light shine.

YOUR 'ACTION STEP' LIST

THE STEPS I AM GOING TO TAKE FROM MASTERCLASS FIVE ARE;

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NOTES:

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CONGRATULATIONS ON COMPLETING MASTERCLASS FIVE!

This class may have challenged you a little, and the idea of creating a platform to share yourself on may feel new and scary. But if any discomfort arose, know that it is coming up as a sign that you are now growing and stretching into new territory!

Once you have completed the workbook, turn your focus onto practically applying what you have gained clarity on. Start getting to work on your platform. Begin sharing yourself and exploring ideas of the communities you want to build. Now is your time!

Between now and our next class, focus on the homework and action steps that you have decided to commit to. Also come over to our community and share your experiences, thoughts & insights.

In our next Masterclass I will be supporting you more deeply with finding your voice, expressing your truth, telling your story and getting more clear on what you want to share.

So if at the moment that still feels unclear, that is ok, as our next Masterclass will take you through some deeper exploration, and will help you more freely express yourself from the heart.

Our journey is truly only just beginning, and I am excited to see what unfolds for you from here.

Connie x

