

Fees Summary

There's a fuller discussion of what you get/process for each of these elements overleaf. In summary.

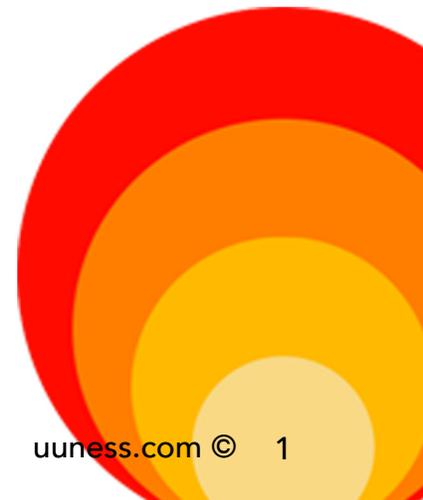
- Life purpose = life purpose statement and a unique word to summarise that
- Life purpose ident = a visual to summarise your life purpose so you get in state instantly
- Life purpose music = a piece of music composed especially for you to get you in state

What	USD	GBP	AUD	CAD
Life Purpose	1500	1250	2150	1950
Support Package	1175	995	1700	1525
Purpose Ident	1500	1250	2150	1950
Purpose Music	5000	4050	7150	6500
Full Package	9175	7545	13150	11925

The fees for personal branding are shown below

- Personal brand = your personal brand summarised as one word
- Life purpose ident = a visual to summarise your personal brand which you can use online

What	USD	GBP	AUD	CAD
Personal Brand	980	815	1400	1250
Your "logo"	2580	2150	3700	3350
Package	3900	3250	5600	5050



Purpose

- Purpose word and life defined
- We've found that most clients need to work with someone to find purpose. Very few people get a true answer from reading a book, it can work and it's rare. Working with people to find their purpose utilises a process called semiotics, which is meaning engineering, to find "hidden points of flow" across a client's life. That's the "key" and it's conceptual. From that we define your life in 25 years and then work back from that to look at your life today to create a purpose word and a purpose statement. We produce a "future book" for our clients.
- This process requires 6-8 sessions with unness about five hours work from you.
- We then define what life purpose is across multiple domains – life, work and relationships so we know how you will live your purpose day to day.
- Many clients want their purpose word expressed visually. This "go-to" visual ensures you stay on purpose in times of stress, conflict and difficulty. At these times it can be very hard to live your life purpose. As you'll see from our client experience it's invaluable to keep you on track and to quote one client "if I go off track, life slaps me back". So your purpose ident is a superb investment to keep you on track. We create the concept for you, you sign it off and our designers get crafting. The best way to use it is to put it on your phone along with your purpose word.
- Purpose branding expressed as a piece of music composed for you
- We know from neuroscience that one of the fastest ways to get "instate" is to listen to music. Music has this capacity to alter our mood if the music is right for you, instantly. There's increasing evidence that humans vibrate and have an energy signature. Now while this might sound like quack science it isn't. So music that reflects your signature can amplify your unness. Most of us have never had a piece of music designed especially for us and it has enormous power to keep you on purpose and better still, amplify your mood/state to be "better than yourself".

Personal Branding or Better, Personal Style

- Personal branding is essential in a modern world where your brand is expressed through multiple mediums on line and more than ever your behaviour is easily transmitted across these platforms. Personal branding is very easy to talk about but very hard to identify. How many conversations do you have, with yourself or other people about how you should/shouldn't behave or show up? If you knew your personal brand, you would have far less of these conversations. The basic problem with personal branding is it can be very "plastic" – it's about how you present yourself to the world, which often has disconnects with how you truly are. In other words – most approaches to personal branding are inauthentic. What you get from this is a personal branding word, or a personal style word which is what we prefer to call it.
- Our approach allows you to dive deep inside, find your core brand essence and then, from that we establish an authentic way to present that. The process requires five deep and intimate conversations and for you (dear client) five hours of your time.
- Personal branding expressed
 - It's very easy to stray from your personal brand, we're all human, we have good days and bad days and on bad days it's hard to be "your best". A good personal brand is achievable and represents you at your best. Some days you can only be good, that's just life. So in particular on those days you need unness personal ident. This is a specially developed card that is effectively your own logo, with your own word and visuals to support it.
 - It requires two hours of your time. We then create a brief for you which includes – your key colours, brand logos you like and from that a precise brief of what you want.