



Welcome to 30 Days of Real Magic!

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Week 2: Innovate with Soul!

This week we are talking about the thing that allows you to STAND OUT in the sea of online coaches ---> INNOVATING with Heart & Soul!

Disclaimer: Things might get a little HOT in here this week (because like Lacey and I share in the video --- Anger, Frustration, & PASSION is the energy that helps TRANSFORM your biz).

This week our guest expert is the FABULOUS Lacey Sites. I adore this woman so much. And I had so much fun chatting with her. She definitely is one of the leading ladies in the online space who KILLS it at innovating.

During our interview chat we talked ALL things innovation. We dove in deep and talked about...

- Signs that transformation & innovation is brewing.
- How to make space for creative, innovative ideas to come through.
- Some of Lacey's biggest fears & struggles around innovating and how she has overcome them.
- How Lacey brought more REAL MAGIC into her biz (and how she *made* sure she felt good while doing it).
- 4 steps to getting your innovative spirit on and bringing more heart & soul into your biz.
- She may or may not have made me cry at the end LOL.
- Plus more :)

>>> You can watch this week's interview [here](#) <<<

* Note: If you miss any interviews or prompts you can access them at:

www.lynseylandry.com/realmagic





A few things to keep in mind before we dive into the daily storytelling prompts:

1. Your intention for the 30 day journey.
2. Who your ideal client/ audience is (imagine you are speaking to them when writing the post & sharing your stories).
3. When writing the post you want to be vulnerable, real, and authentic and you want to still show up as the expert.
4. Save your content in a Google Doc or in Trello so you can repurpose it.

Ready to dive in?

Week 2 Prompts: Innovate With Heart & Soul!

Before you dive into this week's prompts, I want you to think of 1-3 people who inspire you. Those that grab your attention when you see their content, programs, or the way they are running their biz. You think wow - yes. I desire to bring more of THAT into my biz.

I want you to get curious about...what is it that draws you to them?

More than likely, they are doing SOMETHING that sets them apart from others, which is what innovation is ALL about!





Day 1: Leading with your Values!

Today, I want you to feel into what are 3-5 values that you have that you can use in your biz to set you apart.

Then, write a post (speaking to your ideal clients/ potential clients) about your values.

3-5 Values:

1. _____
2. _____
3. _____
4. _____
5. _____

Write a post here:



Day 2: Let's get some fire brewing!

As I mentioned yesterday, you may notice the energy getting a little FIERY this week. Fire energy moves things. It transforms the old... and gets creative juices flowing.

My intention for today's prompt is to help get your fire energy and innovation energy flowing!

What is something that frustrates, hurts your heart, or leaves you wanting to run away in the industry?

Write a post about it (keep in mind your intentions for this challenge + image speaking to your ideal client).

What hurts or frustrates you about your industry:

Write a post here:



Day 3: What can be done differently?

Yesterday, I invited you to share something that frustrates you about the industry.

Today, my invitation for you is to lean into and explore what can be done differently (in the industry or maybe it's with a place in your biz or offer you have).

Use the fire energy from yesterday to help you shake & loosen things up. Tell us what can be done differently and how that relates to YOUR work and the way you serve.

What can you do differently:



Day 4: Your Magic Potion!

If you want to be innovative with heart & soul, you need to know... what sets you apart from others in your industry. You need to own it. And share it so that your ideal clients can find you!

Today, my invitation for you is to explore what sets you apart from others in your industry? Here are a few questions to help you go deeper:

- >> How are your offers different?
- >> What gaps in the industry do you fill?
- >> How do you solve your client's problem in a different way than others (in a similar field)?

Once you explore these questions write a post telling us what sets you apart! * Remember to speak to your ideal client!

How are your offers different / what gaps do you fill / how do you solve your client's problem in a different way than others in your industry?

Write a post about what sets you apart:



Day 5: Your Hidden Gem!

All week I have been giving you prompts to help you innovate + bring more heart & soul into your biz. Today, I want to talk about one of my favorite topics!

Your secrets!

As entrepreneurs we all have secrets. It's totally normal to keep ideas, desires, and possibly even some of our passion bottled up and hidden inside.

Today, I want to pull it out of you ;)

I want you to share with us something that you have been keeping bottled up. Maybe an idea, a gift (that you don't let just anyone see), or a desire for your business!

Hmmmm. I so can't wait to see these!

What idea or gift have you kept hidden?



**Ready to bring more heart & soul into
your biz so you can deepen your
success with more ease?**

Schedule an *Awaken Your Magic* call and let's chat!

[>> Schedule your FREE chat <<](#)




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