A large, stylized teal graphic on the left side of the page, resembling a series of overlapping, wavy layers or a paper-cut effect. It flows from the top left towards the bottom right, framing the central text.

Guide Your Frequency

**Designing a Business
Aligned with Your True Self**

Welcome to the Guide Your Frequency Coursebook

This Coursebook is designed using specialised **User Experience** techniques and processes with **human centred design** development knowledge. It is a self-led guide to building a business that is not just successful, but deeply aligned with your true self. It is a structured design process guided by your truest self, to launch a venture that honours your values, fuels your passion, and brings you a life of purpose. This journey is about redefining what success means to you and creating a business that is an extension of who you are.

How to Get The Most Out of This Coursebook

It is designed to be a self-led experience, so your commitment and honesty are key.

- 1. Work at Your Own Pace:** There is no deadline. This is an 8-week program in structure, but you are the guide.
- 2. Be Present and Unplug:** Find a quiet, comfortable space where you can focus without distractions. This is your time to reflect and create.
- 3. Trust the Process:** The activities are designed to build upon each other, guiding you from abstract ideas to concrete action. Allow yourself to explore and be open to new possibilities.
- 4. Engage Fully:** This is not for passive reading. Grab a pen, or digital workspace, and write down every thought, question, and idea. The more you put in, the more you will get out.
- 5. Revisit and Reflect:** Your journey is not linear. Come back to sections as your business and your understanding of it evolve. Your initial answers may change, and that's a sign of growth.

Creating a holistic business calls for these 3 things:

Resonate

Be grounded in a vision and purpose that aligns with your passion and community.

Autonomy

The ability to grow and adapt even without you standing at the wheel.

Lean

Eliminating waste (time, money, effort) and focus only on what adds value.

There are 6 steps in the process of creating any product



Define

Identify the core problem to be addressed.



Ideate

Generate a wide range of potential solutions.



Prototype

Sketch tangible versions of the potential solutions.



Test & Learn

Validate with users to identify areas for improvement.



Build

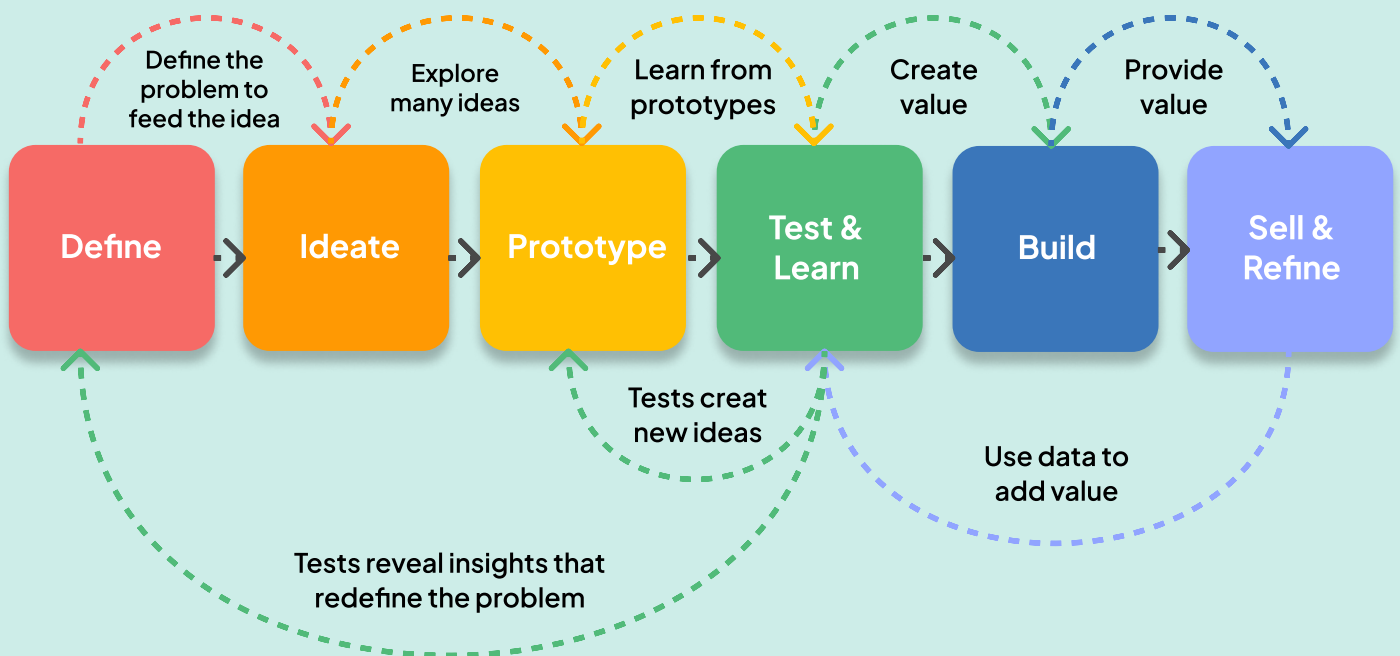
Integrating prototype with test insights.



Sell

Build a story and structure how you sell your product.

What is the design thinking process behind all of these steps?



This is the cycle we follow as we build and scale our business.

Follow these timeframes to get the most out of this coursebook

Define & Ideate | Week 1 – 2

Get clear on your direction, deeply understanding yourself, your audience and what sets you apart from others.

Prototype | Week 3 – 4

Bring your vision to life, with an actionable concept that solves your audiences problems and is supported by the right use of tools.

Test, Learn & Build | Week 5 – 6

Refine your idea using customer feedback, and use that feedback to turn your prototype into a working MVP (Minimal Viable Product).

Sell & Refine | Week 7 – 8

Craft a compelling story that resonates with your target audience, and gain your intial customers

Define


Ideate

Prototype

Test & Learn

Build

Sell & Refine



**You are a
vibrational
being, with the
ability to align
your frequency
with your
passion.**

**It is an honour to share in
this journey with you.**