

# 2025

## **PURPOSE DRIVEN Creator Playbook**



*Your Step by Step Blueprint to Building an  
Impactful Brand and Purpose-Driven Business*



# Welcome to the **Purpose Driven Creator Playbook**

**Your Bulletproof Blueprint to Building an  
Impactful Brand and Thriving Business in 2025**

## **This Playbook will Teach you..**

### **Find Your Voice & Craft Your Message**



Discover your purpose, align with your mission, and communicate with impact to attract your ideal audience.

### **How to Grow Your Personal Brand:**



Learn how to stand out and build a impactful presence on social media with while growing your following on social media

### **Build A Thriving, Purpose- Driven Brand & Business:**



Learn how to monetize your message with offers, systems, and strategies that set you up for sustainable success..

# The Purpose Driven Creator Era is Upon Us..

*We are living an extraordinary moment in human history. Times of great change, uncertainty and transformation.*

*Economies are evolving, technology is advancing at a rapid rate, jobs are being made redundant and more and more people are feeling the pressures of living in this modern world.*

*For many of us, this can be stressful and overwhelming and this will be a time of great struggle for a lot of people*



***But for Purpose-Driven Creators, this is the greatest opportunity of our lifetime.***

*Because in the midst of the chaos, there is a rising demand for voices of truth, authenticity and impact.*

*The tools to create financial abundance, build impactful brands and thriving business are available an in your hands.*

*Social media, technology, and platforms have leveled the playing field. Your ability to reach and inspire millions has never been greater*

***Within this playbook is your personalized roadmap to making the most of this life changing opportunity to building a purpose-driven brand and business that impacts the world.***



# Hey! It's Nice to connect with you! We are Jesse and Sakula.

## Founders of Light Warrior & Creators of Voice of Impact.

Over the past 10 years, we've been on a journey as purpose-driven creators and coaches. Turning our personal struggles into fuel for our mission.

Together, we founded Light Warrior, a global movement that has touched the lives of thousands, built a thriving community of 20,000+ members, and grown to over 250,000 social media followers.

Through our courses, workshops, retreats, and content, we've been honored to inspire millions around the world.

But this journey wasn't always easy. Like many creators, we've faced self-doubt, setbacks, and moments where the path forward felt unclear.

What kept us going was a deep desire to turn our pain into power and help others do the same.

That's why we created this guide, because we know how challenging it can feel to bring your vision to life.

This playbook is a roadmap to help purpose-driven creators like you step into your power, build an impactful brand, and create a business that doesn't just thrive but makes a difference in the world.

Our mission is simple: to empower creators and entrepreneurs to make a ripple effect that changes lives.

If you've been waiting for a sign, this is it. Your purpose matters, and now is the time to bring your vision to life.

Let's do this together.

*Jesse & Sakula*



# Our Intentions for Creating this Playbook

Please read before going any further.

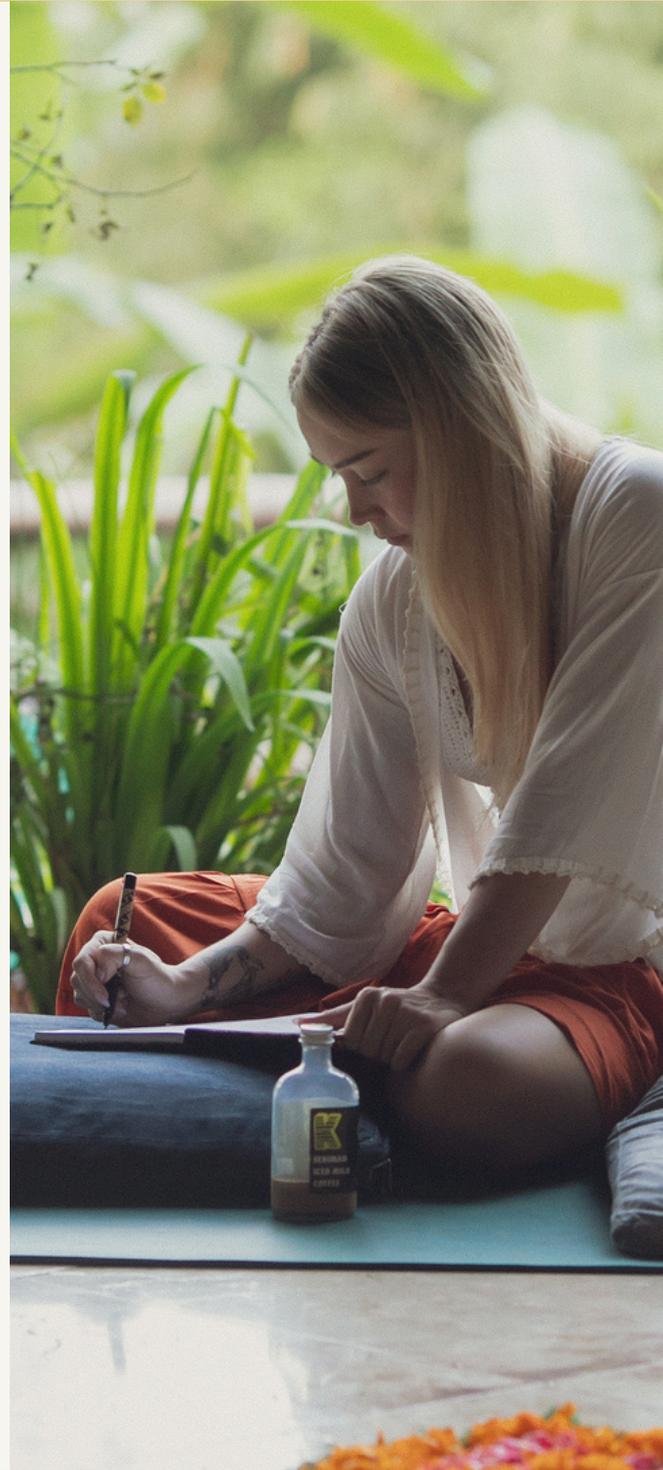
This playbook was created to empower purpose-driven creators like you to take the first steps toward building an impactful brand and thriving purpose-driven business.

The strategies inside are worth thousands of dollars and normally reserved for our private clients. But we have decided to share this gift this to you.

If you follow the steps and apply what's in these pages, you can start seeing real progress and tangible results immediately.

We also want to share transparently that while this guide gives you the tools to begin your journey, building a successful purpose-driven brand and business requires a personalized strategy.

When you're ready to take that next step and work with us directly, we're here to support you. **You can book a free strategy call** to explore how we can help you bring your vision to life.

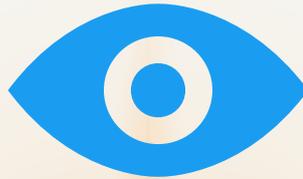


[Click here to book a FREE Strategy Call](#)



# Who are "Purpose-Driven Creators"

Purpose driven creators are not just regular content creators. They are creators that have with a message, a mission, and a burning desire to make an impact in the world.



## A Visionary:

You dream of building a brand that inspires millions and leaves a lasting legacy.



## An Entrepreneur:

You're here to build a thriving business that not only create financial abundance but helps change lives.



## A Changemaker:

You're here to serve, uplift, and make a difference on the planet by leading by example.



## A Messenger:

You have a story, message knowledge, or wisdom that the world needs to hear.



Follow the steps in this playbook to build your purpose-driven brand



# Craft Your Vision

**Your vision is the compass guiding your journey**

As a Purpose-Driven Creator. A clear vision aligns both your personal and professional goals into one clear roadmap. Follow the prompts below to define your vision in life.



**Unlock your Roadmap on the next page**



# Purpose Driven Creator Roadmap



## Your Roadmap to Purpose, Impact, and Success

Learn the 3-Phase Framework to become a thriving Purpose-Driven Creator in 2025.

This framework is your foundation for an impactful, authentic and profitable brand, business and career.



**Start with Phase 1:  
Activate Your Voice**



# 1. Activate Your Voice



**Build confidence, clarity, and alignment with your purpose.**

The success and impact of your brand and business is defined by your message and the power of your voice.

This phase of your roadmap helps you to uncover your unique brand story, define your message, and step into your authentic power. You'll overcome self-doubt, connect deeply with your "why," and develop the confidence to share your message boldly.

## Prompts:

### **1. Define your Impact**

- **Reflect on the question:** *What kind of impact do I want to make in the world?*

### **2. Uncover Your Purpose**

- **Reflect on the question:** *Why is this mission so important to me?*

### **3. Craft Your Message**

- **Reflect on the question:** *What kind of messages, stories, wisdom and knowledge do you want to share?*

### 1. Define your Impact

What kind of impact do I want to make in the world?

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### 2. Uncover Your Purpose

Why is this mission so important to me?

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### 3. Craft Your Message

What kind of messages, stories, wisdom and knowledge do I want to share?

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**Move on with Phase 2:  
Build Your Brand**



# 2. Build Your Brand



**Create a magnetic presence on social media with valuable content & impactful storytelling.**

Once you are clear on your purpose and message. Now its time to build your social influence by developing your purpose-driven brand.

The key is learning how to craft a personal brand that resonates with your audience. You do this by incorporating storytelling techniques, create engaging content, and design a cohesive brand identity that reflects your purpose.

## Prompts:

### 1. Define Your Audience



- **Reflect on the question:** *Who are the people that need to hear my message the most?*

### 2. Establish your Brand Identity



- **Reflect on the question:** *What is tagline that represents my core message and mission?*

### 3. Define Your Content Pillars



- **Reflect on the question:** *What are the top 3-5 content topics that my audience are interested in?*

## 1. Define your Audience

Who are the people that need to hear my message the most?

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## 2. Establish Your Brand Identity

What tagline represents my core message and mission?

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## 3. Define Your Content Pillars

What 3-5 Content topics are my audience interested in?

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**Move on with Phase 3:  
Thrive in Business**



# 3. Thrive in Business



## Monetize your message through offers, content, and systems.

Now that you have developed your brand, it's time to create a business model that helps you achieve your personal and professional vision while aligning with your purpose.

This phase focuses on turning your passion into profit. You'll design impactful offers, create sustainable income streams, and implement systems that give you freedom of money and time to focus on what you love.

Below you will find everything you need for the foundation of your purpose-driven business.

### Offer Suite

This is the group of products and services you offer in your business



### Lead Magnet

These are free offers that help you generate leads and build your email list.



### Sales & Marketing

These are the systems in your business that promote your offers and make sales



### System & Automations

These are the systems that optimize workflow and productivity in your business.



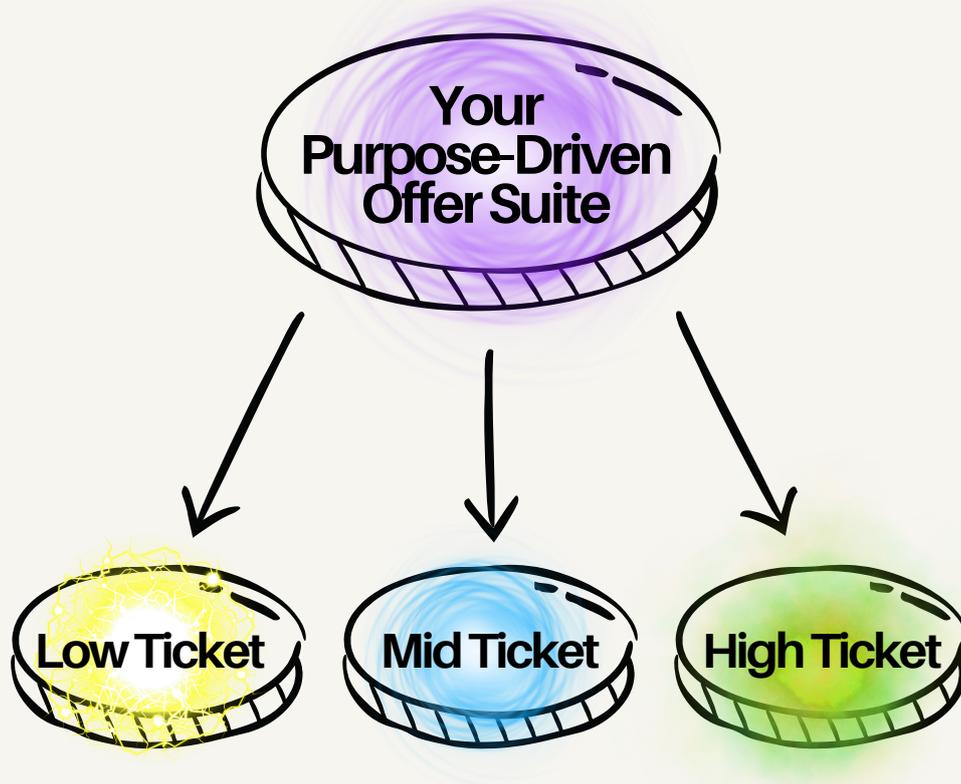
Learn how to Design Your Offer Suite



# 1. Design Your Purpose Driven Offer Suite



Below you will find a flow chart with a breakdown of the different types offers you will have inside of your purpose-driven business. These are a variation or products and services that serve your ideal clients in different ways. These offers will be the vehicle for increasing both your income and impact in your creator journey



**Low ticket offers** are affordable products to attract new customers

**Examples:**

- Mini Courses
- E-book
- Guide
- Membership community with exclusive content

**\$10 - \$200**

**Mid Ticket Offers** are higher-priced products or service that provides more in-depth value.

**Examples:**

- Group coaching
- Masterclass
- Workshop
- Online course

**\$200 - \$2,000**

**High Ticket Offers** are premium product or services that provide high value for those ready to make a larger investment.

**Examples:**

- 1-on-1 coaching
- Masterminds
- Done-for-you services
- VIP retreats

**\$2000 - \$25,000+**

### 1. Low Ticket Offer

What courses, books, guides or communities can I create?

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### 2. Mid Ticket Offer

What masterclasses, workshops, courses or group coaching can I create?

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### 3. High Ticket Offer

What 1-on-1, Masterminds, Retreats or Done for You Services can I create?

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**Learn how to Create  
your Lead Magnet**



# 2. Create Your Lead Magnet



A lead magnet is a **free resource and valuable asset** for your purpose-driven business that allows you to generate leads by providing value to your audience in exchange for their email address. It's your first step to building trust and guiding them to your offers.

## 1 What Makes a Great Lead Magnet?

- ✓ Solves a specific problem.
- ✓ Simple and actionable.
- ✓ Aligned with your expertise and offers.

## 2 What are the BEST Lead Magnets?

- ✓ Free Guides or Playbooks
- ✓ Templates or Worksheets
- ✓ Mini Courses or Challenges
- ✓ Webinars or Mini-Workshops

## 3 Action Step:

Create a 1-Page Resource  
Pick a quick problem you can solve and create a guide or checklist.

**For example:**



### **Spirituality Lead Magnet**

10-Minute Guided Meditation to Align with Your Higher Self"



### **Fitness Lead Magnet**

7-Day Meal Plan for Boosting Energy and Vitality"



### **Business Lead Magnet**

5-Step Budgeting Template to Save \$500 This Month"



### **Relationships Lead Magnet**

The 10 Most Powerful Questions to Deepen Connection with Your Partner"

**Now its time to take aligned action.**



# Your Path Forward

Now its Time to Take Aligned Action Towards your Vision, Mission and Goals.



We hope you have enjoyed using this **Purpose-Driven Creator Playbook**.

This is your tool to help you stay accountable, organized and aligned with your vision to becoming a purpose-driven creator.

We have provided you with everything you need to get started, but we are here as your team to help you build your own personal strategy and take aligned action to start building momentum towards your vision.



### Use Your Playbook:

Start Answering the questions and complete the exercises inside this playbook



### Join Voice of Impact & Start Growing Your Brand

Establish your platform, grow your presence, and share your message with the world.



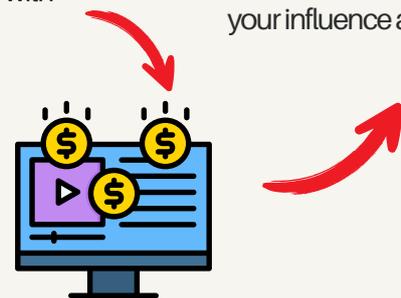
### Impact the World:

Expand your reach and attract growth opportunities to amplify your influence and impact.



### Book your Free Strategy Call:

Book in for a free strategy call with us to help you create, launch and grow your purpose-driven brand and business.



### Start Monetizing Your Purpose-Driven Brand:

Launch your offers and start growing your purpose-driven business and hitting your financial goals.

**Book a FREE Strategy Call and Join our Voice of Impact Academy**



# Book in Your FREE 1:1 Quantum Strategy Call with Me

If you are a purpose-driven creator who is ready to use this playbook and go to the next level!

## LET US HELP YOU TAKE ACTION.

Inside of the **Voice of Impact Academy** we help purpose-driven creators activate their voice, build impactful brands and purpose-driven businesses.

**We help you develop your own personalized roadmap for your purpose-driven brand, business and life and help you take ACTION.**

We are here to provide you with tools, strategies, practical steps, creative input and energetic alignment to help you bring your vision to life.

You can Book in a for a **FREE Alignment Strategy Session** with me or my team by clicking the link below and picking a time that best suits.



[Click here to book a  
FREE Strategy Call](#)





“I FEEL SO CONFIDENT IN MY VOICE,  
MY STORY, MY MESSAGE AND MY  
BUSINESS. THE PROGRAM GAVE ME  
SO MUCH STRUCTURE WHICH  
HELPED ME GROW SO MUCH.”

- NURIA





“THE BIGGEST THING I TOOK FROM THIS PROGRAM WAS STEPPING INTO MY POWER, LEARNING HOW TO ACTIVATE MY VOICE AND EXPRESS MYSELF FREELY.”

— SHARI



“THIS PROGRAM HAS GIVEN ME CONFIDENCE IN THE AREAS THAT I’VE BEEN STRUGGLING WITH IN BUSINESS, WHICH IS PUBLIC SPEAKING, CREATING AND FILMING CONTENT . I NOW HAVE THE TOOLS I NEED TO SUCCEED AS WELL AS THE CONFIDENCE TO USE THEM.”

— CATHY



“THIS PROGRAM HAS GIVEN ME SO MUCH VAUE! COMING OUT OF THIS I HAVE SO MUCH MORE CONFIDENCE IN MYSELF AND MY BUSINESS, I’VE CREATED SOME AMAZING CONTENT AND I HAVE MET SO MANY AWESOME PEOPLE. IT’S BEEN SO POWERFUL AND INSPIRING!”

— OLIVIA



“THIS PROGRAM HAS ACTIVATED ME  
IN SO MANY DIFFERENT WAYS, I FEEL  
SO MUCH MORE CONFIDENT IN MY  
MESSAGE, MY VOICE, MY PURPOSE,  
MY BUSINESS AND IN PUBLIC  
SPEAKING. MY VOICE HAS BEEN  
ACTIVATED!”

— TANYA

