

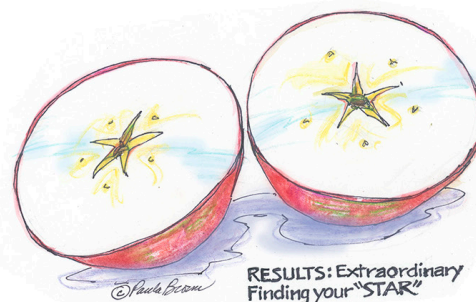
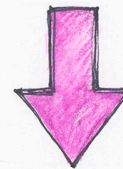
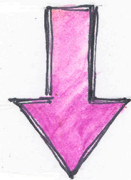
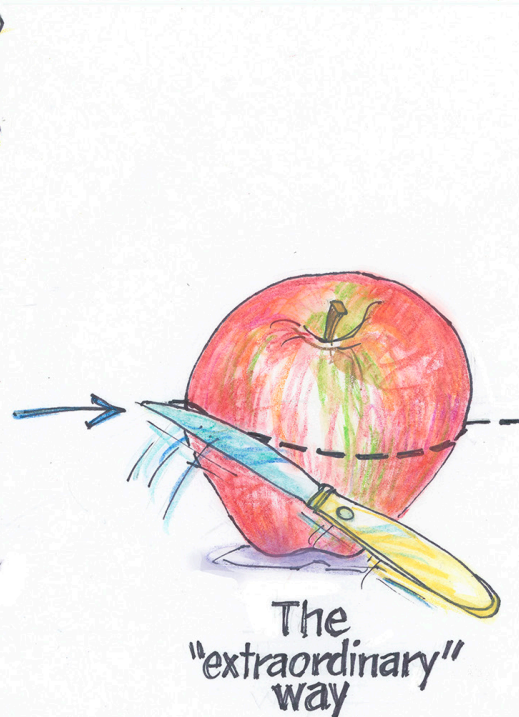
# CHI·LIGHTFUL<sup>®</sup>

Paula Brown / Heartist - "WIFM" Value with Essence Illustrations / Summaries / Picture Storytelling

## FINDING AND SHOWING THE HEART OF YOUR STORY WITH CLARITY AND FOCUS

Are you telling your extraordinary story, the real story comes from seeing and sharing from your unique point of view...your strengths, your "star"? Find your star by breaking away from the template ordinary, communicate with essence illustrations that shine your "extraordinary". See and be SEEN with picture storytelling.

### VALUES FROM THE WAY YOU "SLICE IT"



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**PAULA BROWN:**

My purpose is to SHOW you your heart gifts / purpose; to get you SEEN, to visually illustrate your story with picture storytelling. You move forward by communicating your truths clearly and quickly, igniting your heart to lead from the blueprint of your soul. I serve and find solutions for folks who are authentic based; who desire to unwrap, show and tell, their heart gifts.

**ESSENCE ILLUSTRATION VALUES:**

Huge values of clarity, focus, accuracy of messages, faster communications using your unique story illustrations. Boldly show the "heart" or essence of your unique story with storytelling in the universal language of custom illustrations. SHOW your story and break down the barriers that keep you and your ideas invisible; "stuck".

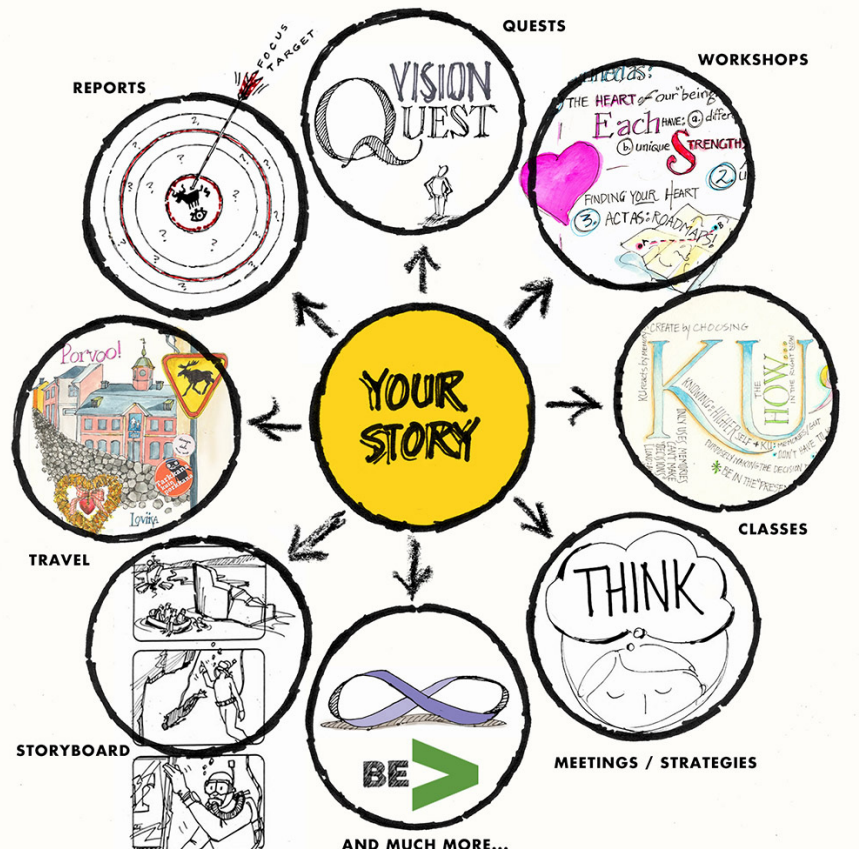
**PROFITING BY ESSENCE ILLUSTRATIONS:**

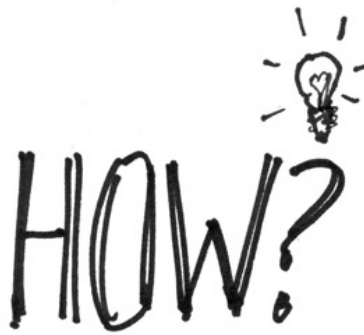
The applications, usage, and audience to benefit from picturing your heart stories; your magnetic emotional true essence, are infinite. Unite your tribe with essence illustrations; on or off site illustration summaries, show and tell story art for pre, during, and post segments of your events, classes, meetings. Create trust, loyalties, and shares with message clarity for your services, brand, web stories, and more. Essence Illustration gives you and your clients visual touchstones ("Vision Quests" quickly gets you UNSTUCK with clear new visual stepping stones), that provide guidance, safety, clarity, focus, speed of understanding, benefits of being all on the same page.

**VALUE VENUES:**

On and off site Essence Illustration offerings:

- Workshop sessions
- Conference recording
- Story boarding and mind mapping
- C-Suite or individual "Sketch Quests" (1hr interviews)
- Brand discoveries & reviews / web / blog
- Brainstorming / mind mapping summaries
- Retreats / Special Events
- Learning travel journey summaries
- Classes
- Report / Presentation / Power Point illustrations
- Translating Tech reports / incubator notes & summaries
- Private Sketch Expression
- Journaling classes
- Book Illustration, and more...





### ILLUSTRATING PROCESS:

The majority of value I offer is delivering Essence Illustration summaries or illustrations in my own "hand". I also offer private journaling custom classes as well as "talks" if requested.

*What it is NOT:* My Illustrating is NOT the "cover the wall" large sheets of felt pen art done during meetings or events.

*What it IS (Some ideas you can count on):*

*At "live" events overview:* I am present taking notes both "words and doodles" recording the essence of your talk, class, experience. This is a quiet process, and I blend right into the audience. We always agree on the "how" of approvals (and the finish time line too!). Rough pencil sketches are shown to you within a quick agreed upon time before I go to ink and possible color final art that makes up your summary. The format for my illustration reports or summaries are all based on deliverable standard 8x10" size in pdf and jpg form for you to print, drop into speaking and meeting visual presentations, and whatever form you will be needing. Custom sizes are always available.

*Pre events or needs overview:* Pictures do communicate your ideas 60,000 times faster than your words or copy! Using Essence Illustrations to describe, call out, translate, and clarify your teachings, talks, and communications handouts (etc.!), gives your audience and teams emotional memory hooks to understand, share, and interact with more speed and enthusiasm. We talk, agree, and schedule your illustrations to show and maximize your content. Delivery is in pdf and jpg electronic form.

*Post events or needs overview:* Showing your ideas is great, and leaving them as touchstones to your team or tribe is essential for loyalty building, referrals, social sharing. Create summaries of key facts, ideas, and experiences so your people can experience your transparency and enthusiasm to be on "your page". Delivery of summaries from single illustrations to multiple pages are given to our signed agreement details and are in jpg and pdf forms.

*Teaching possibilities for individual or group "Essence Illustration and Journaling":*

I offer Illustration journaling and art teaching experiences for retreats, workshops, classes. My "talks" are available featuring purpose / authentic creativity in business mastery.



### MORE GREAT REASONS TO PICTURE YOUR STORY:

Quick-Sketch illustration is a game changer, creating bottom line benefits of:

- Unique and memorable communication
- Clear, easy connection
- Focus
- Show process & get agreement
- Quick sharing / brainstorming new ideas
- Creates personal bonding within travel / education journeys
- New loyalties & clients (Social Shares)
- "Speaking" in universal picture language
- Money savings in time and effort (less hours in "repeat of content")
- "Cuts the fat" from start to finish for process, production, and learning.

### WHY NOT CONNECT UP!:

Looking forward to serving you with finding, "seeing", and clearly communicating your "YOU" by illustrating the heart of your story. E-mail at: [paula@chilightful.com](mailto:paula@chilightful.com) or give me a call at: 310.621.8512  
My website: [www.chilightful.com](http://www.chilightful.com)