

*"Your Success Is My Success"*  
-- Daryl Urbanski



## **Find Your Awesome – With Meiyoko Taylor**

This article is about the importance of authenticity, defining one's purpose, and embracing continuous learning while building a following.

It is important as it provides unique insights into effective audience building, valuable for entrepreneurs, influencers, thought leaders, and content creators.

The exercises derived from this article will benefit the reader by helping them reflect and apply these insights in their own lives, paving the way for their successful growth and development.

### **Quote to Remember From the Interview**

"True purpose is not found, it's built. And it's built from the place of authenticity."

### **What You'll Learn from the Activity**

The activities and questions in this guide are designed to help the audience introspect on their authenticity, define their purpose, and plan for continuous learning. Through these exercises, they'll better comprehend the concepts behind developing a genuine, dedicated following.

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## Activity

Reflect on a situation where you felt truly authentic. Describe it.

What personal values do you believe shine through when you're being authentic?

Reflect on a time you received criticism for your authentic self. How did you handle it?

How can you use authenticity as a tool for building a following?

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In one sentence, define your purpose in life.

How does this purpose resonate with your authenticity?

Identify three ways you can communicate your purpose to your audience.

Reflect on why you want to build a following. Is it aligned with your purpose?

True or False: Authenticity can be detrimental to popularity.

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How important is continuous learning in your journey of success? Give reasons.

Name three areas in your life or skill set where you aspire for growth.

List three strategies you can implement for continuous personal development.

How can you convey lessons learned through personal development to your audience?

Write down a quote or phrase that you feel encapsulates your purpose.

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What are three key aspects of being vulnerable that impact your authenticity?

True or False: Success is an end game after learning everything there is to know.

Can you recall a situation where being vulnerable led to deeper connections with your audience?

Create a weekly plan for promoting authentic content to your audience.

Write down three feedback/comments from your audience that helped you grow.

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How would you modify your approach if your audience does not resonate with your purpose?

Fill in the blanks: "My purpose serves as my \_light, guiding me in my journey towards creating authentic content and building a genuine \_\_\_\_."

Think of a public figure who epitomizes authenticity to you. Why do you think so?

Reflect on one major lesson you derived from the recommended resources. Can your purpose evolve over time? Validate with reasons.

Describe a scenario where you continued to learn even after achieving success.

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Fill in the blanks: "Authenticity to me is \_\_\_\_\_. And I will nurture it by \_\_\_\_\_."

Reflect and write about how this guide has changed/enhanced your perspective on purpose, authenticity, and success.

What are three key actions you plan to take after this activity toward your journey of success?

Identify and list potential challenges in remaining authentic and define corresponding solutions.

Complete the sentence: "In my journey of continuously learning and evolving, I aspire to..."