

A FREE VERALUZ GUIDE

Become Who You Already Are

*A short, warm welcome to VERALUZ, and one exercise to
start*

VERALUZ · THEY GROW, I GROW



Hello, and welcome

I am Cristina. For a long time I poured everything I had into building other people's brands, and somewhere in it I lost the thread of my own. I learned exactly how brands and businesses really get built, and I learned how easily you can give so much to the work that you forget yourself inside it.

VERALUZ is what I built on the other side of that. It is for the people who are ready to stop performing a version of themselves and start being the real one. You are already everything you are trying to become. The work is just remembering it, and then building around it.



The two doors

There are two ways in, and many people walk through both.

clave is where you find who you are. Take the quiz, get the kit that fits where you are, and come back to yourself.

STUDIORE is where you build what is yours. For the people who already have something good and want the plan to grow it.

You do not have to know which one yet. This first exercise will point you.



One exercise to start

What feels most true right now? Circle one.

I have lost the thread of who I am, and I want to find it again. (That is clave.)

I know who I am, and I am ready to build something around it. (That is STUDIORE.)

A little of both. (Start with the quiz, it will show you.)

Now, one honest line. What do you want, that you have not said out loud?

Keep that line. It is the beginning.



What is next

When you are ready, take the discovery quiz and find your door. And come read the Sunday letter, where I send a little good news and a little light every week.

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