THE CATALYST

FOUNDER GUIDE BOOK

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"Knowing yourself is the beginning of all wisdom."

- Aristotle

Your **Founder Profile** is a strategic tool to help you build a brand that supports how you actually run your business. It helps you understand where you bring the most value, what areas need more support, and how to structure your brand around the way you work best. With that insight, you can make brand decisions based on your business — not on generic advice — and create a brand that's set up for sustainable, commercial success.

So who is The Catalyst?

When you treat people as their best selves, they start to become them.

As The Catalyst, the gift you bring to the world is your ability to create the right conditions for people to transform.

Catalysts are first and foremost advocates of people. They combine their instinctive understanding of social systems with deep insight and risk-mitigation to become a force of change for good in the world.

If you're a Catalyst, you may have discovered that when it comes to people, you have a unique ability to connect dots that other people don't see. Catalysts can quickly see an individual from a range of angles, and see how people fit into the systems around them and how those systems can be improved.

Catalysts are often devoted to helping people become their best selves and they're usually called to do this work from a fresh perspective that blends science with the spiritual, offering something deeper, more insightful, and more effective than what's typically available in their industry.

YOUR BUSINESS BRAIN

Think of your mind like a four-passenger car. Each seat reflects how your brain handles a business function—and every founder uses them differently.

Your Driver is your natural strength. Your Co-Pilot is your biggest growth opportunity. Your 10-Year-Old can be inconsistent under stress, so it needs support. Your 3-Year-Old is often avoided—but may hold the key to building a business that converts.

Use the front two, and you're in your genius zone. Use all four in a way that works for you, and you give yourself the best chance of building a commercially sustainable business.

Your brand can help you do that.

DRIVER	CO-PILOT
STRATEGIC VISION This is your greatest natural business talent. You see patterns others miss and project possibilities into the future to solve complex problems in new ways. Sometimes it might feel like others can't see what you see, or don't immediately understand your insights. **Your brand can support you by helping others trust your vision — so they feel confident in your ability to guide them forward.**	**NETWORKS & STAKEHOLDERS** This can be your biggest opportunity for growth. You intuitively understand what people need, but that instinct to help everyone can pull your focus in too many directions and leave you overgiving without clear returns. **Your brand can support you by defining who you serve and how so you can use your natural empathy strategically instead of spreading yourself too thin.**
3 YEAR OLD	**10 YEAR OLD**
TACTICAL EXECUTION This can be a blindspot or stressor in your business. You may focus so much on the deeper meaning that you forget to show people what they'll actually get. This can lead to abstract messaging that doesn't help them understand the real impact. **Your brand can support you by showing examples and outcomes — so customers can see exactly what they'll get instead of figuring out abstract concepts.**	**ANALYTICAL FRAMEWORKS** The 10 year old is where we tend to 'hide' under pressure, and while you're thinking you're moving forward, you might actually be stalling. For you it looks like shifting into research mode to prove your credibility, but this can keep you stuck tweaking instead of shipping, testing and iterating. **Your brand can support you by showing just enough depth to prove expertise without getting lost in endless refinement.**

YOUR BIGGEST STRENGTHS

DEEP INSIGHT

HOLDING SPACE

PRACTICAL SOLUTIONS

You help people shift perspective so they can solve what really matters.

As a Catalyst, you instinctively know that problems can't be solved with the same thinking that created them. You create the mental and emotional space others need to explore new insights, new ways of being, and better ways of doing.

You're naturally contemplative — often turning a situation over in your mind from every possible angle to understand not just what went wrong, but how it could be better. This takes time, but the depth of your insight is what makes your solutions meaningful and lasting.

Your business will thrive when it allows space for this kind of thinking. When you attract clients who value depth over speed and are willing to pay for thoughtfulness, you become the trusted guide who leads them somewhere better.

YOUR BIGGEST STRESSORS

INTERRUPTION

SENSORY STIMULATION

CRITICISM

You lose traction when your process is rushed or questioned.

As a Catalyst, unpredictable environments and interruptions can derail your thinking — especially when you're close to a breakthrough. You're also stressed by scepticism, particularly when your insight comes from deep pattern recognition rather than hard proof.

When your ideas are dismissed or rushed, it can trigger self-doubt and make you hold back. Over time, this erodes confidence in your most valuable gift: original thinking.

Your brand can support you by building trust into your model — giving you the space to think deeply and share when ready. Frameworks, packaged services, or high-trust consulting give your insight room to breathe — and make it easier for others to buy into your process.

WHAT YOU CRAVE FROM YOUR BUSINESS

Time to think, trust to guide, and a brand that matches your depth

1. Time and space to think deeply

You don't want to be rushed into half-formed ideas. You need a model that allows for contemplation, insight, and refinement before you share.

2. Clients who trust your process

You thrive when people believe in your thinking — even when it's intuitive or unconventional. You want to be trusted as a guide.

3. Work that feels meaningful and original

You're not here to churn out generic solutions. You want your ideas to matter, to solve real problems, and to leave things better than you found them.

4. A brand that reflects the depth of your thinking

You want a brand that signals intelligence, insight, and trust — so you don't have to prove yourself every time.

YOUR NATURAL
MARKETING STRATEGIES

You don't need to shout to be heard — you need depth, clarity, and time to land.

1. Long-Form Content

You think deeply, and your content should reflect that. Blog posts, articles, or podcasts are a natural fit — they give you space to unpack your philosophies and help future clients understand how you think so they're ready to buy. Teach generously, and when they're ready to make a shift, you'll be the first person they trust.

2. SEO

Pair your rich content with targeted keywords to help people find you. Transcribe podcasts and videos to boost your SEO further and let your words work twice as hard.

3. Speaking & Workshops

You hold space like few others can. Speaking engagements and workshops let you build trust in real time, helping people grasp complex ideas and get a taste of the clarity your work creates.

Look for support that turns insight into impact

1. Detail-Minded Support

You can handle the details — but they drain your focus. Having someone manage backend tasks like email systems, SEO tweaks, or admin frees you up to stay in big-picture thinking and avoid getting stuck in daily distractions.

2. Content Translators

You have depth. They help shape it. A content strategist can break your ideas into clear, structured content that guides your audience toward working with you — not just learning from you. Their job is to make your message easier to act on.

3. Momentum Keepers

Catalysts thrive in contemplation but can get stuck in perfectionism. You need someone who helps you hit publish, not just plan. These are the trusted voices who gently move you from refining to releasing — so your work keeps reaching the people who need it.

THE CATALYST BRAND

Your brand is a complete system that communicates who you are and why people should choose you - spanning nine strategic touchpoints from your core message to your service experience as well as your visual identity. Each touchpoint either reinforces your value or undermines it.

When your brand is built on your founder profile, every touchpoint aligns to create trust and drive conversion naturally.

It's not just how you look — it's a complete business ecosystem, built to attract the right people.

A Catalyst Brand speaks in symbols, not slogans

A Catalyst brand doesn't just represent you — it reflects the deeper structure of your thinking.

It often contains symbolic elements — spiritual, scientific, or metaphorical — that carry meaning your audience feels before they fully understand. These symbols act like a visual decoding system, helping people interpret, remember, and engage with your intellectual property faster.

There's always something deeper happening in a Catalyst brand. It's not just aesthetic — it's architecture. Symbols, shapes, and structure often reflect your frameworks, models, or philosophy in intuitive, elegant ways.

Common qualities of a Catalyst brand:

Quietly Calming	Open & Accepting	Educational
Calming	Reassuring	Layered
Wise	Innovative	Thought-provoking

Spiritual or scientific in tone — but never superficial

Turn your Founder Type into more profit and energy

Like many agencies, our services include branding and marketing strategy, plus our Creative Council retainers where we act as a 'second brain' for your business with ongoing support for your Founder Type. The difference? We don't push strategies you'll never use and we believe there's always a way that works for you.

If your business is ready for its next evolution, and you'd like support from people who understand branding, marketing, ***and*** how you best do business, why not hop on a call with us?

We offer a **free 30-minute Whispering Session** where you'll speak with our founder, Naomi and leave knowing how to move into the next evolution of your business with more profit and more ease, whether that's working with us, or simply with new insight into how to apply your Founder Type to make decisions faster and easier.

BOOK A FREE WHISPERING SESSION