



# UPHILL WOW

WORDS OF WISDOM

## Jordan Duvall

### WHAT ARE 3 SIGNATURE THINGS YOU TELL PEOPLE REGARDING YOUR AREA OF EXPERTISE?

- How to Ignite Your Soul Brand - branding starts from within and then you build out the visuals so that everything is aligned with your brand essence.
- Everything comes down to Dream Client Clarity. Knowing your dream client inside and out informs your offers, your brand and biz UX, your colors, your graphics, your messaging, etc. Getting super specific is actually the secret sauce to success. Broad is broke. Rich is niche.
- You are the reason your business is or isn't working. How our mindset, beliefs, and identity determine our life.

### IF YOU COULD OFFER ONE PIECE OF ADVICE, WHAT WOULD YOU TELL YOUR YOUNGER SELF?

Don't be afraid to fail. The road to success is paved with failure.

### WHAT ARE YOUR FAVORITE BOOKS?

- The Abundance Book by Tim Ferriss
- The Big Leap by Sun Tzu
- Zero Limits by Stephen King

### WHAT ARE YOUR 3 NOUNS THAT DESCRIBE YOU?

- Leader
- Wife + Mother
- Visionary

### WHAT IS YOUR FAVORITE QUOTE?

"Focus goes where energy flows." - Tony Robbins

### CONNECT WITH JORDAN



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