



# VoiceMark™ + BrandPrint™ Identity Profile

Caitlin Harris | July 2025

Spirit-led strategist with a rhythm of holy disruption and  
legacy clarity.

# COREVOICE™ IDENTITY



Dec



Communication Plan



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### Voice Cadence

- ▶ Short, punchy, truth-packed lines in writing
- ▶ Grounded, emotionally aware, Spirit-filled in conversation



### Voice Under Pressure

- ▶ Communication becomes tighter, more controlled
- ▶ Draws on discernment and wisdom frameworks to respond (not react)

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### Motivations

- ▶ Called to speak when Spirit prompts
- ▶ Feels a holy fire when breakthrough or inner clarity needs to be named
- ▶ Activated by stuckness, misalignment, and chaos that needs order



### Signature Environments

- ▶ Thrives in coaching rooms and real-time, Spirit-led writing
- ▶ Struggles in over-scripted, hyper-polished formats (like rigid slides)
- ▶ Needs spontaneity to stay authentic





## CUSTOM COMMUNICATION ARCHETYPE:



- You don't shoot – you smile.
- Your voice doesn't fill the room – it fills the moment.
- You deliver order where there once was chaos.
- You call Kingdom women to order up, get up, and build what's there to build.



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# VOICE ALIGNMENT SUMMARY



## *Where You Thrive*

1. Coaching notes
2. Freedom, in the moment writing
3. Journaling + AI reflection space
4. Spontaneous creativity

## *Where You Dilute*

1. Slide decks & formal scripts
2. Overly templated content
3. Rigid-based deadlines
4. External pressure to fit a format

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# BRANDPRINT™ IDENTITY



## ORIGIN STORY

Born from a deeply personal and Spirit-led intersection of:

- [Blurred text]
- [Blurred text]
- [Blurred text]
- [Blurred text]
- [Blurred text]



## THE SHIFT YOU FACILITATE

You guide high-capacity, high-impact women from:

- [Blurred text]
- [Blurred text]
- [Blurred text]

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They come for a *website or system*, but stay for the *Kingdom CEO operating system* that unlocks legacy.



## YOUR PERSON

She is

- Spiritually hungry but spiritually weak
- Anxious but confident
- Ready to build but afraid to start
- Good at writing, editing, and allowing her true self

## SHE'S BELIEVED:

- Spiritually hungry but spiritually weak
- Anxious but confident

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You give her *tools and truth*. You help her remember who she is—so she ***can build what she was called to build.***



## WHAT YOU STAND AGAINST

- The commodification of business and spiritual needs in entrepreneurship
- The myth that business and faith must be separate
- The fear that creating your voice = losing your identity

- *Unleashing Kingdom Women*
- *Unleashing Kingdom Women*

You break those lies with **strategy, system, and Spirit.**



## YOUR LEGACY MESSAGE

Jesus. That's it.

You don't build platforms to be seen—you build altars for Him to be remembered.

**You show Kingdom women:**

- *That God is real*
- *That God is good*
- *That God is with her*
- *That God is for her*

Once she's awakened the *Kingdom CEO*™ identity, she can't unsee it. She can't unknow it. And no matter how the world tries to silence her, **she builds anyway.**



## THEMATIC ANCHORS

The Tent Peg & The Tether

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## 2 Chronicles 20 Blueprint:

- Worship leads the war
- God confuses the enemy
- Peace follows obedience

# Brand Essence Summary

### Brand Is For

1. Women in transition seeking clarity & peace
2. Faith-led leaders ready to build legacy
3. Those who want aligned automation + systems

### Brand Is Not For

1. Chronic excuse-makers stuck in survival mode
2. Platform-first performers chasing applause
3. Those who want results without repentance

## FINAL NOTE

Caitlin Harris, your voice is not a *copywriting formula*.

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This document is *your mirror, your measure, and your mantle*.



# VOICEMARK™ + BRANDPRINT™: FOR AI

## Voice Summary (Use for Prompts & Tone Transfer)

[Blurred text area for Voice Summary]



## AI Delegation Guardrails

Always:

Never:



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# EMOTIONAL SAFETY + LANGUAGE AWARENESS

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## KEY LANGUAGE ANCHORS

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### Use phrasing like:

- ✓ "I got it"
- ✓ "Kingdom assignment"
- ✓ "I got your back"
- ✓ "I'm working on it"
- ✓ "Is it a goal?"
- ✓ "That is a weapon"
- ✓ "I have made a commitment"
- ✓ "I'm a warrior"
- ✓ "I'm a warrior"
- ✓ "I'm a warrior"

### Avoid:

- ✓ "Manifest your dream life"
- ✓ "Crush it online"
- ✓ "Your higher self"
- ✓ "Just hustle harder"
- ✓ "The algorithm is your path to freedom"
- ✓ "Your vibe attracts your tribe"
- ✓ "Money is just energy"





# IDEAL AI TASKS



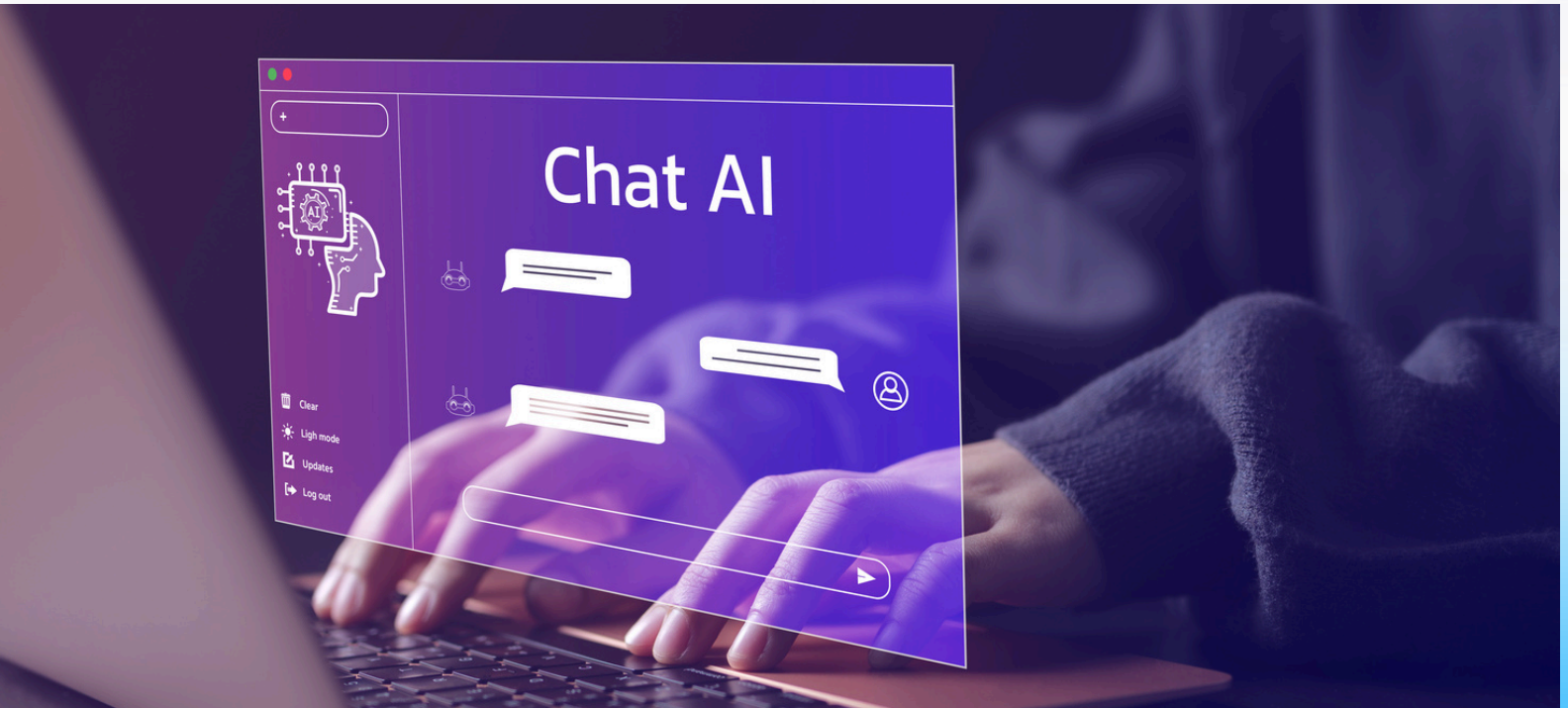
**These tasks are aligned with Caitlin's brand voice and delegation style:**

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# PROMPTING AI ON HER BEHALF



**Examples of strong AI prompts for Caitlin's voice:**

- **Unlock your full Voicemark™ Catalyst Profile today.**

- **Apply Now to Unlock Your Full Profile**

