

# A Journey Back to the Heart of Your Business

This guide is not just a workbook.  
It's a gentle invitation to pause  
to peel back the noise, the roles, the strategy  
And listen to what your business has been trying to tell you all along.  
Somewhere between the algorithms and the offers,  
You may have lost touch with the **why**.  
**The essence.**  
The part of you that chose to build something  
because it mattered.

## **This guide was made to help you remember.**

Not to plan your next launch.  
But to reconnect with your truth.  
To hear the whisper beneath the pressure.  
To write from the fire that only lives in you.

Please feel free to take your time.  
Please take a breath between questions.  
There are no wrong answers.  
**Only the doors you forgot you could open.**

# About the Creator



@kushnir\_danna

## DANNA KUSHNIR

MANTRA - DIGITAL HOUSE

Hi, I'm Danna.

A storyteller, Digital Marketing mentor, Entrepreneur, and Miya's Mama  
But more than anything, I'm someone who's walked through silence  
to find a softer, more authentic voice.

After over a decade of working with hundreds of brands, Freelancers, and Business owners

I learned that the most sustainable marketing doesn't start with a plan,  
It begins with presence.

This guide was born not from a need to sell,  
It was born from a deep desire to remember.  
To remember who we are...  
before the noise, the trends, and the expectations.

These 10 questions helped me reconnect with my truth. My purpose. My way.  
Now, I offer them to you.

## Let's Begin

**“Don’t ask what the world needs.  
Ask what makes you come alive - and go do it.”**

– Howard Thurman

This guide is not about doing more.  
It's about remembering what makes you come alive.  
These ten questions were born from silence, not strategy.  
They are here to bring you back to yourself,  
before the funnel, before the pitch, before the noise.

## QUESTION

NO.

# 1 WHAT IS MY ESSENCE?

# BEYOND WHAT I DO, WHO AM I REALLY?

# Intro

Let's begin at the root.

**You can strip away your title, your roles, your routines.**

## If no one needed anything from you...

## Who would you be?

# Reflection Guide

**Don't rush this.**

**Close your eyes and feel into the answer, not just think it.**

**Essence doesn't shout - it hums quietly underneath.**

It may manifest in colors, textures, metaphors, or memories.

**Write freely. Let your truth take form.**

**When you're ready, reread what you wrote.**

Circle any word or phrase that makes your heart ache a little. Or feel something.

**That's where your essence is whispering.**

QUESTION  
NO.

# WHAT IS MY GIFT TO THE WORLD?

WHAT AM I HERE TO GIVE THAT ONLY I CAN OFFER

# Intro

Your gift isn't always flashy or loud.  
Sometimes, it's the way you hold space.  
The way your words land.  
The way you sense what others miss.  
Let's name it.

# Reflection Guide

## Think back:

What do people thank you for, even when you didn't try?

What feels natural to you but profound to others?

**This isn't about being "the best."**

It's about being deeply you.

Don't try to sound impressive - be honest.

Now read it out loud.

**If you had only one chance to show up in this world...**

Would you choose this gift?

QUESTION  
NO. 

# 3 WHERE DO I FEEL MOST ALIVE, MOST FULLY ME?

WHAT ARE THE SPACES, MOMENTS, AND EXPERIENCES THAT WAKE ME UP FROM THE INSIDE OUT?

# Intro

**Your energy is a compass.**

## Notice where your eyes light up.

Where time disappears.

Where you don't have to shrink, pretend, or explain.

# Reflection Guide

Think beyond titles and roles.

What are you doing when your body feels soft and open?

Who are you with when your voice is steady and your laughter real?

## Where do you feel like you return to yourself?

Make it specific. Don't just write "nature" or "creating" - describe the scene.

This is where your life wants to grow from.

Can you give yourself more of that - even in small ways, even now?

## QUESTION

NO.

# 4. IF MONEY AND PRESSURE DIDN'T EXIST, WHAT WOULD I WAKE UP TO DO EACH DAY?

IF THERE WERE NO BILLS, NO PRESSURE, ONLY  
FREEDOM... WHAT WOULD I CHOOSE?

# Intro

This isn't about fantasy.

It's about truth, the kind that's been buried under "shoulds" and "someday."

Let yourself imagine without editing.

# Reflection Guide

Close your eyes.

You have everything you need.

You are safe, resourced, and supported.

Now ask yourself:

## What do my hands long to create?

## What does my heart ache to offer?

## Where would I go? Who would I help?

## What rhythm would my days take?

**Write without fear of being “realistic.”**

Your soul speaks in desire, not in spreadsheets.

Sometimes your deepest longing is the most precise map.

Even one small step toward it... is already the beginning.

## QUESTION

NO.

# 5 WHAT DOES MY DREAM ROUTINE LOOK LIKE?

# Intro

We often design our days around expectations rather than our energy.

But your routine is not just a schedule.

It's a ritual.

A reflection of what you honor, and what you're ready to receive.

# Reflection Guide

If your time belonged only to you...

## What would your mornings feel like?

## What would be sacred in your afternoons?

What kind of slowness or movement would carry your evenings?

Think less about doing, more about being.

# Where does your creativity breathe?

## Where does joy enter your day?

Your dream routine is already whispering.

What part of it can you bring into today, even in the smallest way?

QUESTION  
NO. 

NO. **6** WHEN WAS THE LAST TIME I FELT I  
WAS IN ALIGNMENT WITH MY  
PURPOSE?  
WHAT WAS HAPPENING? HOW DID IT FEEL?

# Intro

Purpose doesn't always announce itself loudly.

Sometimes it arrives in a moment of peace,  
a deep breath after doing something that feels exactly right.

Sometimes it's not about what you did, but about how present you were when you did it.

# Reflection Guide

Think of a moment when you felt like everything in you said, “Yes. This is it.”

## Where were you?

## What were you doing - or being?

Who was with you?

## What made you feel like yourself?

Don't try to make it impressive.

Let it be true.

Alignment leaves a trace.

Follow the feeling, it already knows the way forward.

## QUESTION

NO.

# 7 WHAT IS SOMETHING I CAN'T STAY SILENT ABOUT?

A TRUTH THAT BURNS IN ME WHEN I WITNESS IT - AND I KNOW I MUST RESPOND.

# Intro

## Some truths ask to be held.

**Others demand to be spoken.**

There's a fire inside you,

not of rage, but of responsibility.

What do you see in the world that stirs something too deep to ignore?

# Reflection Guide

What injustice, pattern, or silence makes you feel tight in your chest?

## What do you wish people knew? Really Knew?

Maybe it's something you've lived through.

Maybe it's something you carry for others.

Maybe it's your wound - or your wisdom.

Write without apology.

This truth is sacred.

Your voice is not here to please.

**It's here to witness.**

**And sometimes, to awaken.**

## QUESTION

NO.

# WHAT DO PEOPLE TRULY RECEIVE FROM ME?

NOT WHAT I DO, BUT WHAT I GIVE JUST BY BEING ME.

# Intro

There's a difference between what you offer and what people feel when they're around you.

You are more than just your services, skills, and results.

You are a presence.

And your energy speaks - even in silence.

# Reflection Guide

## What do people say after being with you?

What do they thank you for, time after time - even when you didn't try?

Do they feel seen? Heard? Safe? Awakened?

What do you feel others soak up from your presence?

Let yourself name it.

**This is your quiet medicine.**

This is what people remember, long after your offer is gone.

Let that become part of your brand.

It already is.

## QUESTION

NO.

# 9 HOW DO I SPEAK TO THE WORLD, AND HOW DO I TALK TO MYSELF? WHAT'S THE TONE, THE INTENTION, THE LANGUAGE I USE, OUT LOUD AND INSIDE?

# Intro

**Your words shape your world.**

**They build bridges - or barriers.**

And the way you speak to yourself often sets the tone for everything else.

Let's listen in.

# Reflection Guide

When you speak to your audience, what kind of energy are you projecting?

## Is it an invitation, pressure, permission, or defense?

And when you speak to yourself...

## Is it with tenderness or judgment?

**Do you encourage? Criticize? Doubt? Believe?**

**Write honestly.**

No shame. Just awareness.

Your voice can be your power or your prison.

What would shift if your words became a home of truth?

# 10. WHAT AM I AVOIDING, AND WHAT AM I FINALLY READY TO FACE?

THE FEELING, MEMORY, TRUTH, OR DECISION I'VE BEEN CIRCLING AROUND.

# Intro

Avoidance is wise.

It protects what we weren't yet ready to meet.

But now, maybe now... It's time.

Not to fight it.

But to gently turn toward it.

# Reflection Guide

Is there a truth you've been too tired, too scared, or too overwhelmed to name?

Something in your business, your identity, your heart...

That you've been keeping in the shadows?

What would happen if you met it... with kindness?

Please approach yourself with the most positive attitude you've ever had.

What you avoid holds the door to what you desire.

You don't have to walk through it yet

But you can reach for the handle.

# Closing Words...

You made it here.

Through honesty, softness, resistance, and remembering.

This wasn't just about clarity.

It was about coming back.

to the parts of you that got quiet,

to the truths that waited patiently,

to the business that wants to feel like home again.

You don't need to rush into action.

Let what came up in this guide settle into your cells.

Let it rewrite the story you've been building from.

Truth doesn't always need a strategy.

Sometimes, it just needs to be seen.

## What Now?

If this journey inspired something in you.

I'd love to hear.

Tag me @kushnir\_danna or DM me.

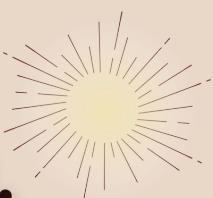
I'm here for you!

No funnel. No pitch.

Just a real & raw connection.

With love,

Danna



# Thank You for Being Here.