

MODULE 2 - MASTERCLASS 3
UNLOCK YOUR BRAND SUPERPOWERS

**KNOW YOUR
WORTH IN THE WORLD**

TRANSCRIPT



Unlock Your Brand Superpowers

Welcome to masterclass 3 of the Woman of Confidence Personal Brand Accelerator Course.

How are you feeling? The past 2 masterclasses have been massive! Your career and life milestone work is intensive and powerful. You may have experienced a huge mindset shift in how you view yourself and your worth to the world. And my unique self-discovery process is something you can now revisit time and time to unpack your insights and understandings. So, in the spirit of continuing to unpack your unique gifts,

Today's Masterclass Will Help You To Recognise...

- **What is your USP (Unique Selling Point) or Unique Point Of Difference?**
- **How to leverage your unique gifts to position your brand with more impact and influence.**

One of the best ways to stand out from others in your field is to know what you're really good at! You've taken the past 2 masterclasses to seriously consider what makes you unique and how to use your life and career lessons to get clear on your values and develop your thought leadership insights so you can influence others and make a positive impact on them. So after this masterclass, you will also know your unique point of difference.

What Are Your Uniques Points Of Difference?

We all have strengths that set us apart from others, but often we find it easier to identify our weaknesses! It is important to identify both to upskill or improve your weakness - and learn how to amplify your strengths! This is where if you have an accountability partner comes in.



Having someone bounce off in this part of your brand development can help as they can offer you a fresh perspective on what they see as your key strengths. Sometimes what we think isn't a precious asset – or the things we take for granted about ourselves – other people can find super valuable and insightful about us. Those are the extra gifts that we want to uncover today.

So, Let Me Start By Asking You?

- What are the greatest gifts you can share with others?
- What do you do really well?

When I ask most of the professionals this simple yet powerful question – they struggle to answer! And I must admit I did too... at first! Then, I sat down and really reflected on what gifts I had to share with others would positively affect them in some way?

I grappled with this for a while – but then I decided not to overthink it! Because you see, some of your greatest gifts are the ones that are right in front of your nose. The ones you constantly overlook because you don't see the value in them!

But here is the kicker! Other people do! They definitely do! In fact, the things you take for granted the most are more than likely some of your most valuable and powerful persuasive skills and assets! The things that you can do well, and I mean really well, better than most – the ones that are hidden away in your personal value vault – are worth something!

So, your answer to this critical question should extend beyond your experience, product, or service you provide - to dig deeper into your soft skills. Because, effective leadership today is not just about your title, experience, or expertise. Leadership is also about your soft skills or your transformational skills. These are the hidden traits that set you apart from others in your field, and as women, they are vastly different from men!

These are your personal brand SUPERPOWERS! Once you discover them and learn to leverage them as critical strengths for your brand and business, YOU will have everything you need to level up your personal brand leadership and own your worth in the world as a more empowered female leader!



Why Is It Critical for You To Be Able To Identify and Clearly Articulate Your Superpowers?

Well let me ask you,

- Do you struggle to articulate what makes you different?
- Do you find it hard to confidently convince your clients on why they should choose you over your competitors?

You might be great at explaining about your business or the professional services you provide, but you find yourself struggling to appreciate or have real conversations about *your* personal gifts. Your gifts are the skills that will make a world of difference to you, your career, or your business!

Despite having your online profile, people might not understand what the 'extra' value is you offer them. You might think, "what else is missing?" Your audience is missing out on the empathy, understanding, energy, motivation, inspiration, emotional support or compassion you might also offer! Sure, you may be able to help them solve their professional problems, but have you taken into consideration how you will make them feel? How do you make your audience or client feel? The emotional benefits and regards with working with you are worth something too!

How To Unlock Your Brands SUPERPOWERS?

So, let's do this together. I want you to think about your key strengths, and their advantages.

- What do you do well?
- What are the advantages?
- How do you use them as a leader or in your career or business?
- What is your greatest asset that has led to your success?

You may recognise things like ...

- Your ability to communicate with others to motivate, inspire and guide them,
- Your energy and presence lift people if they are feeling low
- Your compassion as a leader
- Your ability to influence people's decisions and behaviour and make a positive impact on them



All these gifts are your superpowers. so, own them, acknowledge them, celebrate them and craft them through the fabric of your brand as part of your value proposition and unique point of difference.

When you can clearly articulate your superpowers and use them to elevate your brand and leadership. Your superpowers will help you to never fade into the background again. Instead, you will always stand out from your competitors. Be recognised for your full worth and all that you bring to the table as a female leader. Ultimately your brand positioning is up to you , so dig deep today to unlock your full potential. Because until you know yourself, you cannot release your full power to impact others and be the leader you want to be.

Your Task Today Is To:

- **Complete your Brand Superpowers worksheet**
- **Answers the questions to discover your hidden value to level up your brand**

Next Step:

And I'll see in the next masterclass in the Woman of Confidence Personal Brand Accelerator Course, where we will write your personal brand's mission and vision statement.

And remember you are your greatest asset. So, dig deep to unlock your full potential to live and lead with greater power and confidence. It will enable you to be the best you can be and build a brilliant brand you can profit from in life and business.

It is all up to you.



