

MODULE 1 - MASTERCLASS 2
GET CLEAR ON YOUR BRAND
GOALS!

**BE BOLD. BE BRAVE. BE
UNIQUE. BE YOU!**

TRANSCRIPT



Get Clear On Your Brand Goals!

Hi, Welcome back! It's Suzie again, and congratulations! You're locked and loaded, and you have now mindset ready to take the next step of the Woman of Confidence Personal Brand Accelerator Course. Because the strategies and techniques I will be coaching you over the next four modules are going to change up your professional game like never before and catapult your confidence career a brand to the next level.

In our first brand success masterclass, we got mindset ready for the challenge you have given yourself ahead. So today, we're going to set your personal brand leadership, career and business goals so you can achieve the results you truly want in this course. Now goal setting is critical to building a personal brand. I can't emphasise it enough because without clarity around your personal and professional goals, you are not building a truly authentically brand, and it will not reflect who you really are and what you stand for, and ultimately, it will not give you the impact or recognition you are looking for.

Many people just have a hit and miss approach to their personal branding. So setting your brand and leadership goals is the single most important step to ensuring your brand positioning is on point and makes the right people sit up and pay attention. And this course is going to elevate your thinking beyond that.

But unfortunately, this step of goal setting is one that 90% of people overlook when starting to build their personal brands. And it is a critical error because setting goals puts you ahead of the pack, and it will keep you focused on your endgame for this course and beyond. Research shows that fewer than 3% of people have clear written goals and plan for getting there now. These are extraordinary results, and that pretty alarming statistics. So, setting clear goals will help you design a brand plan to ensure your personal brand gets the cut through your desire and works for you.

At The End Of This Masterclass, You Will Identify:

- **Have a clear brand vision and will have established your power, goals or action goals**



- **Know your "Why" so you can stay motivated and inspired when the going gets tough or when any challenges arise either in this challenge or beyond**
- **You will have identified what's important to you to stay in alignment with your values and visions and build a cohesive personal brand.**
- **You will also create strategies to overcome any resistance you have to achieve success.**
- **Write your own personal brand promise.**

As an elite athlete, I learned first-hand how important goal setting is. Having a commitment or promise of personal excellence is to reaching peak performance and to becoming the best version of you can be; especially when you feel like you're losing momentum or struggling with overwhelm or experience any setbacks at all.

Having a personal brand promise and clear and clear brand goals will bring you back essentially to your why and help you to stay motivated and inspired when the going gets tough.

What Is Your Personal Brand Promise?

So what exactly is your personal brand promise? Well, it's a simple value statement and promise you to make to yourself. That defines your commitment to your brand, your clients, your customers, and your purpose. Your personal brand promise is something unique to my coaching and mentoring practice that I ask all of my personal brand coaching clients to write, and your brand promise should include;

- The service you provide
- The quality



- The gift and the value that you offer others
- Your values, your passion and your purpose

Your brand promise is not a public statement. It's a personal pledge and a reminder for you to align with your purpose and keep you honest and accountable to your brand. It will also help you be committed to living and lead to your full potential and remind you of your commitment and service to others.

My Personal Brand Promise

My personal brand promise to you and all of my clients is always to provide a high-performance brand and business coaching service for professional women who will always exceed your expectations.

I want to raise the roof on your career and motivate you and inspire you to realise your full worth in the world so you can stand up and shine as the leader you want to be. I will always deliver high-performance quality products and services that are exclusive, authentic and super valuable. To elevate the hearts and minds of the women I touch and teach and get to know every day. My promise to myself is to always stay true to myself, never to let my fear or lack of confidence hold me back from following my goals and dreams, and to really be in tune with my heart and intuition and let it guide me towards what truly energises and inspires me to be the best I can be.

Do You Need A Personal Brand Promise?

Now you can see that the way that I framed my own personal brand promises in 2 distinct ways;

- 1. A personal brand promise to others! For example, your client's customers, and audience.**
- 2. A personal brand promise to yourself! What's your ultimate personal goal?**



When building a personal brand, it's really important that all your core messaging aligns back to what matters to you and what matters to the people you serve.

So now you've considered your personal brand promise, this is the first step of getting crystal clear on what that really means to you. Next up is to get crystal clear on your personal brand, leadership, and professional goals.

Set Your Goals!

So now it's time to consider your hopes and dreams. Where do you see yourself personally and professionally in 12 months, in 2 years, in 5 years?

- **Do you want to be a keynote speaker? Would you like to write your first book? Do you want to be the leader of choice in your industry?**
- **Would you like to attract more opportunities? Start your own business or get that pay rise or promotion.**
- **Why do you want to achieve these goals?**

Answer these questions and others in your Module 1 workbook to find instant focus and to lay the foundations you need to complete this course and really create a powerful personal brand you can profit from. They also have the power to alter your current direction and set you on a new path. Think hard to come up with some answers right now and be as specific as you can in your goal setting because the more you can get specific about your goals, the better you will be able to visualise.

Next Step:

Then, and I'll see you in the next band success Masterclass, where you will find the answer to the number one question you need to know before building a meaningful and memorable personal brand that truly reflects the leader that you are want to be.

And remember there is never been greater opportunities than today for female leaders like us to shine truly. So please share this Personal Brand Accelerator course with your female friends and colleagues. As you find your voice and step into your confidence as a more empowered female leader, you can help and inspire other women to find their voice and confidence to its great accountability. So let's get you started.



