

MODULE 1 - MASTERCLASS 1
CREATING A SUCCESS MINDSET

**FIND YOUR
SUPERPOWER!**



TRANSCRIPT



Creating A Success Mindset

4-Steps To Program Your Mind For Brand Success!

Welcome back to the Woman of Confidence Personal Brand Accelerator Course!

I'm Suzie Lightfoot, and I hope you are ready to change up your professional game and catapult your brand, business and career to the next level!

This is your first Brand Success Masterclass in Module 1 – Creating A Success Mindset. - 4 STEPS To Programming Your Mind For Brand Success!

In your Pre-course Preparation, you set all your appointments, removed distractions. You found a productive and creative space to listen to your Brand success masterclass videos and complete your branding tasks. In this Masterclass, I will talk to you about one of the most critical components of building a strong, powerful, and authentic personal brand. Creating a positive growth and success mindset.

In Today's Video, I Am Going to Help You Apply Some Phenomenally Successful Mindset Strategies To Help You:

- Commit to achieving your brand goals to get the results you desire
- Build an entrepreneurial mindset so you can pivot, shift, and change and create your own opportunities to grow and thrive
- Attract more clients, businesses, and greater opportunities to you, rather than having to chase them
- Change the way others perceive you as a leader and the way you perceive yourself!
- Step into your confidence as a teacher and leader
- Find the courage to dream big and visualise your success



- Energize your brand, image, and presence so you can own the room
- Live and lead with more passion and purpose.
- Unleash your full potential to be a more empowered and influential leader in your industry

Why Is It So Crucial For Your Brand To Build A Positive, Growth And Success Mindset?

Having worked with hundreds of professional women, small business owners, and entrepreneurs worldwide, I have found that the number one thing that we struggle with as women that hold us back from building our brands and putting ourselves out there is... Our lack of confidence!

That Little Voice inside our Head Questions: "Am I good enough?" Who Am I to teach"? Do I have what it takes? Will people take me seriously?

Research Shows That As Women

- We feel like we don't have the confidence or self-belief to share our thoughts or ideas.
- We hold ourselves back from going for promotions or dreaming big because, as women, we underestimate our abilities and performance while men overestimate them.
- We also worry far more than men about being criticised, disliked, or appearing unattractive, outshining others, or grabbing too much attention.
- We don't feel we deserve our jobs and feel like we are imposters who could be found out at any moment.



How Your Mindset Impacts Your Brand

If you apply the powerful mindset strategies I will share with you today – you will feel more empowered, enabled, and unstoppable than ever before! If you have tried in the past to build a personal brand or to position yourself as a more recognised and influential leader in your industry and failed – then the first step is to break any self-limiting beliefs you may be carrying and crush any fears. Those are holding you back! So, let's overcome these limiting beliefs and boost your confidence so you will feel more empowered and unstoppable than ever before during and after this personal brand accelerator course.

Learning successful growth mindset strategies has helped me overcome so many things in my life and career – especially my lack of confidence and fear of failure when I decided to quit my job at 50 to launch myself into a brand-new career and business!

Now I use these strategies whenever I feel myself slipping into a negative mindset, and it helps to pull me out of it and get me back in alignment with myself and back on track.

So, I'm going to share with you the things I do. Because just like Anthony Robins says, "To have a successful life you must have successful psychology!" And it's the same with your personal brand and image! A positive mindset is where you get your energy and motivation from when the going gets tough.

So, it's super important to have a positive mindset when building your personal brand. Building a growth and success mindset will help you master the 6'C's of building a profitable personal brand.

The 6 C's Of Building A Profitable Personal Brand

- 1. Clarity** – Able to get clear on your vision for success so you can clearly articulate it to the world.
- 2. Commitment** – Get focused, determined, and persistent, so you can push through your fears and, step by step, achieve your goals and dreams.



- 3. Creativity** – Be the change-maker in your life and career – to be a trailblazer and create your own success.
- 4. Consistency** – Creating a consistent footprint on the world so you can make a lasting and memorable impression.
- 5. Courage**– Shake the world and put yourself out there and shape the way you want to live and work.
- 6. Confidence** - Able to celebrate your individuality, know who you are and what you stand for to be undeniably YOU!

How many times have you tried to tell people about your new idea or your big picture and vision for success – only to be shut down by the negative naysayers. Why are you doing that? Or what makes you think you can do that? Or worse – that’s not a great idea...blah blah blah! So, here’s my advice! STOP listening! And start doing! Your success plan starts today with this Woman Of Confidence Personal Brand Accelerator Course and me!

Growing Your Brand Confidence And Building A Success Mindset

Step 1:

- Get rid of the naysayers!
- Disengage, unfriend, and block any negative people on social media (do it NOW!)
- Re-engage or introduce yourself to a new ‘tribe’ and community

Being associated and exposed to negativity and ‘bad’ energy will not only affect you – it can affect the way people perceive your brand and image by brand association.

Your tribe is also a reflection of you, your values, and your beliefs. So if you are hanging out with people who challenge your beliefs or are compromising the way you feel about yourself, then your energy with the shift! And not in a good way! It makes sense, right? We all know those people who walk into a room and suck the life out of it – their energy is low, they are always negative, and they are usually the ones that are gossiping and complaining.



So, grow your tribe with those who inspire and motivate you to be the best you can be! If your mind is being sabotaged with negative people, thoughts, and feelings, you risk it. Conditioning and hard wiring your brain with a negative thought.

This is toxic to building an empowering personal brand as it affects your self-confidence, energy, and presence. If you don't feel confident and lack self-belief, it absolutely affects your :

- Motivation, energy And presence.
- What you say and how you say it.
- Image, your voice, body language, and most of all, your energy and presence.

Put simply your mindset is the heartbeat and soul of your personal brand. It is what breathes LIFE to your brand! You are more than just the title on your business card. You are a living, breathing, walking, talking logo for your brand! We all know that strong, empowered woman who walks into a room – and truly owns it. She has an energy and presence that attracts people to her.

But there is a misconception out there that you need to be extroverted or super confident to do that, right? Well, today, I am going to bust that myth! Because if you can get comfortable being uncomfortable, you will grow and thrive! Letting go of any limiting beliefs will help you to walk into any room and own it too! And people will recognise that – and be attracted to it.

I've spent the last 25 years growing a thriving brand and business. I have found that the key to manifesting a successful mindset and achieving peak productivity is to realise that your thoughts are just as important as your actions or perhaps even more important!

And, if you are serious about achieving your goals and dreams and want to be a leader in your industry – then you must start to think, act, and feel like a leader! Your ability to hone in on your thoughts and regulate them is a superior leadership skill and is your greatest asset as a high-performance woman!



Step 2:

- **Use your mind as a leadership tool; your mind is a beautiful tool – and is where you will get the most growth and power.**

It is always with you, and it is where you will find the unimaginable vision, focus, creativity, and innovation. With a positive mindset, you will

- Connect you to what you really want
- Let go of any resistance to achieving the success you want
- Allow yourself to be the person and leader that you want to be

Having A Growth Mindset Is Now Part Of Today's New Leadership Playbook

- People, businesses, clients, and organisations are looking for people who can guide, inspire, and motivate
- Post pandemic, the world needs visionary, agile leaders and are ready to look at the world from a different lens. The positive, creative, and innovative thinkers!

Step 3:

- **Set Your Success Mindset Rituals**

What are your daily mindset rituals to improve program your mind for growth and success?

- Do you have a particular ritual of events that you do each day?
- What do you do? When?
- How does it impact your daily life?



Here Are 5 Mindset Rituals To Help Elevate Your Mindset So You Can Overcome Any Blocks Or Self-sabotaging Thoughts You May Have Around Creating The Future You Want.

1. Set a clear intention and promise for this personal brand accelerator course.
2. Keep a success mindset and gratitude journal – So make sure you download the Brand Success Journal in your resources. The practice of gratitude and setting clear intentions for your day is a recognized technique that can start your day with a mindset that shows appreciation and respect for what is and what will become. Gratitude is simply a self-inventory of thankfulness, and it can have a profound impact on your quality of life.
3. Verbally acknowledging gratitude throughout the day
4. Meditate! a consistent meditation practice helps you reduce stress, improves concentration, self-awareness, and balance.
5. Create your own Success Mantra to repeat internally every day or listen to as audio!

Now - please do not underestimate the power of a simple daily Success MANTRA. I have used a Mantra over the years to reprogram my mind to take me from “SURVIVE mode” into “THRIVE mode! And it works! This is something I use time and time again – especially when I feel overwhelmed - to refresh, reset, and reboot my focus and motivation.

My success strategy consists of getting into the habit of doing certain exercises and techniques every day to help me get out of feeling frustrated, hopeless, unsuccessful, and stuck and into the place of feeling positive, proactive, hopeful, successful, and in the flow! If you really want something to happen, if you want to create the future you want, then you must commit to doing it! I have learned from coaching hundreds of professional women, business owners, and entrepreneurs that you can give someone the same action steps to follow. Still, the ones who adopt a no-excuses attitude, the ones who push themselves to be more and do more and that really want it, are the ones who succeed in achieving their brand goals and greater career success because like everything in your life and career.



High performance is not a fluke. You develop it with sustained and consistent effort! Planning and conditioning your mindset for success matters and will shift you from the 'excuse zone' into the 'take charge' zone.

For Today's Brand Success Assignment, You Have 3 Things To Action.

- 1. Complete Part 1 of your Woman Of Confidence Brand Success Journal**
- 2. Download my Morning Motivation Brand Success Mantra to your computer or iPhone to be reminded that you are enough and can do this!**
- 3. Write Your Own Daily Success Mantra**

Tips To Writing Your Own Daily Success Mantra

- Start with the words "I AM..."
- Write your mantra with a clear intention to remind yourself of who you are, what you are grateful for and what you are damn GOOD at, girl!

Repeat your mantra when you wake up and before you go to sleep...and at least 5 times in between! In fact, every time you have a negative thought, flick the switch to reprogram and trigger new positive thoughts by repeating your Mantra!

This is one of the simplest success rituals I have used repeatedly to reprogram my mind to take me from "SURVIVE mode" to "THRIVE mode! Being able to quickly and intelligently change your feelings when enduring emotional challenges is critical to maintaining your self-esteem and sense of self.



Step 4:

Plan time to practice your daily rituals. A repeated practise becomes a ritual. Now, if you are thinking, "I don't have the time to practice these success rituals every day... I am too busy" Let me share with you how I manage to practice all of these success rituals every day by integrating them into the things. I already enjoy and love to do every day, for example. I go for a walk every morning with my dog for about an hour.

It is part of my daily routine. But rather than listen to music, I will tune into how I am feeling that day to use strategies that will feed my soul and reignite my passion and purpose. So, I have created my own kind of mindset tool kit with my favourite audios, Mantras and podcasts that I can tune into depending on how I feel to keep me in alignment. If I am free, a little overwhelmed or stuck on a big project I am developing – I will play one of my favourite motivational or spiritual podcasts – like Abraham Hicks – to remind me of who I am and that I am right where I need to be.

Or, if I am feeling vulnerable or apprehensive, I will repeat my own Success Mindset Mantra to remind me that I am enough and that I can be whatever I want to be! It's all up to me! Often on my walks, I will feel an enormous sense of gratitude, inspiration, and creativity. So, I record notes on my phone to email them to myself for my journal or for projects I am working on. And finally - I also practice yoga 4 – 5 times a week – It is something that I love so much – I find my mind needs it as much as my body does - it gives me the time at the beginning and end of each practice to meditate and set my intentions for each day.

How Can You Make Your New Success Rituals Part Of Your Daily Routine?

- Think about what you already love to do and how you can integrate these success rituals into your daily practice.
- Download my Success Mindset Tool Kit!



Inside you will find my Success Mantra audios and podcasts that have easy statements and positive affirmations you can play any time to get you back in alignment.

One thing to keep in mind if you do hit any resistance is that you are really building your brand to not only help you grow your influence and impact – you are doing it to step into your confidence as a leader and authority in your industry to share your gifts more freely and fully to others and be of greater service to them. Because leadership today is about guiding and inspiring!

So, Your First Assignment Is Waiting For You!

- **Complete Part 1 of your Woman of Confidence Brand Success Journal to program your mindset for success to Identify any resistance or blocks you may have right now.**
- **Create your daily affirmations and make up your own mantra**
- **Set your intentions for the challenge you have ahead to build your brand**
- **Download your Success Mindset Mantra**

This will be kind of like your own mental cleanses to stop you from holding back during this challenge!

Next Step:

And I'll see you the next step in the Woman of Confidence Personal Brand Accelerator Course, where we will Get Clear On Your Brand, Career And Business' Goals so you can build a powerful and profitable personal brand.

And remember, there have never been greater opportunities than today for female leaders to shine truly! So please share this challenge with your female friends and colleagues because as you find your voice and step into your confidence as a female leader, you can help and inspire other women to find their voice and confidence too. And it's great accountability.



