

MODULE 1 - MASTERCLASS 3
**WHAT DO YOU WANT TO
KNOWN FOR?**

CRAFT YOUR LEADERSHIP VOICE!



TRANSCRIPT



What Do You Want To Known For?

Hi, It's Suzie and welcomes back to the Woman of Confidence Personal Brand Accelerator Course!

Now you mapped out your goals and identified what success means to you. The next step is to get clear on what you want to be known for, which is an essential part of defining your personal brand positioning. This is super critical for you because everything you do from now on in this personal branding course will centre around building your brand and reputation around what you decide you want to be known for.

So, In This Master Class You Will Learn

- **Why it's just so critical for you to identify what you want to be known for before you start to build your brand?**
- **How to take control of your brand so that other people don't brand you?**
- **How to write your personal brand positioning statement?**

So that you are always on brand and everything we do throughout the rest of this course will bring you right back to what you want to be known for, keeping your messages completely in alignment as we go along.

You're going to learn how to connect with your "why!", why it's so important for you to position yourself. What lights you up? What are your passion and deeper purpose?

Knowing this will enable you to stay deeply connected to your goals and dreams so that you can make an impact and get to where you want to be?



Why Do You Need To Start Here When Building Your Personal Brand?

Now I didn't know how important this was early in my career, but it is something that I have learned to master over the years of building my brand, and it has been one of my most powerful tools.

How I Learned To Take Control Of My Brand!

One of the best ways I can illustrate this is by sharing something from my brand journey, and that was when I first started as a young athlete at the Australian Institute of Sport. I was a 10-metre platform diver. And as part of being a high-profile sporting star in my country. I started to get all these amazing invitations to attend glamorous events with other sporting stars—celebrities' television personalities, and fashion high profile fashion people as I participated in major events. I was introduced to lots of different people and I thought it was pretty cool to introduce myself as Suzie, the platform diver. You know it was an unusual thing as not many people dive from a 10-metre platform. So, I thought that I was creating something interesting for people to talk about, which set me apart from other people in the crowd. But what started to happen was that more and more, I introduced myself as "Suzie, the platform diver". More and more people began to recognise me in that label.

And one day, I went along to an event an acquaintance introduced me to a group of people, and they proudly introduced me saying.... "Hi, I'd like you to meet Suzie Diver", at which point I looked at them as said.... "You know my name is not "Suzie Diver, right?" "You do realise that I have a real name?" And they look pretty confused about this and looked at me and said, "Well., I thought it was kind of weird that your name was Suzie Diver and that you are a diver. I mean, I thought it was such a coincident !

Now, even at an early age, and I was only about 21 at this stage, I had a lightning bolt moment. I realised that I had introduced myself so often as "Suzie the Diver", that people had started to think that it was my real name. And as ridiculous as that may sound, the more and more you introduce yourself in the same way, the more and more it will stick in people's minds, and the greater impact and imprint it will leave in their hearts and minds.



So, What Did I Learn About My Personal Brand?

- Take control of your brand, or other people will.

Try not to pigeonhole yourself and put yourself in a square box like I did because I thought I was being interesting and standing out from the crowd because I did something unique. What I was doing was minimising my full potential and value as a human being and professional. I had so many other traits that were of importance that I was not discussing with people.

So remember, your personal brand is multifaceted has many layers of deep connections, not only to you but to others. So, in this discovery process in this master class. I want you to truly put some deep thought into ***what you want to be known for*** so that it covers the full scope of who you are and what matters to you.

When you are rock solid on your personal brand positioning, you will completely control your brand reputation, stop other people branding you as they did me as a teenager, and you will be seen, be heard, and be noticed and be the leader you want to be.

And remember, your brand is multifaceted, so please don't put yourself in a bit of a square box. Spread your wings and share confidently with the world who you are, what matters to you, and what you stand for.

Share your values and your beliefs, and let them connect with you on a much deeper level. When you know what you want to be known for, it will help you shape a consistent brand message across your brand development, and it will stick. Getting clear on this will give you the cut through you're looking for when you want to stand out from your competitors.

Plus, it gives you a clear purpose that drives you forward, so you can put rock-solid strategies, planning in place and sustain the ongoing promotion of your brand. It will also help you align all facets of your personal brand, including your story values, vision, voice, and visuals. This way, you're going to maximise the impact of your brand and give it a much deeper connection.



Time To Self-reflect!

So now, I want you to hold up the mirror to yourself and do a little bit of your self-reflection for the next 5 minutes. When you leave the room or see you online or google your name for the first time. Consider how you want people to remember you? What do you want them to know about your values? What do you honour and the kinds of things you've achieved in your life and career? The energy and presence, as a leader or about your mindset and your attitude. Consider what you want to be known for personally and professionally in your life and career. Doing this will help differentiate you from your competitors. It will resonate and connect more deeply with your target audience, your clients, or the people and businesses you want to do business with. More importantly, it will help you be authentic to who you are and proud to stand up and represent your full worth to the world.

So... What Is More Important To You?

So now let's talk about the biggest question of all. That is unlocking your "why" or what's most important to you? So to unlock what's most important to you, I want you to self-reflect and ask yourself questions like;

- What is the most important thing to you in your life?
- What are the secret ingredients that you must have to experience true joy and fulfilment and reach your full potential every day in every way?
- What excites you and moves you, and energises you?
- What lights you up every morning.
- What is it that gives you that bounce in your step?

What is it that truly makes you want to air punch every day and go "Yes! I am living my best life! I'm living true to myself. I am who I am, and I'm undeniably me. "

When you can pinpoint that you are on a winner. You have got the gold nugget of what will make you successful, not only in your career, but also in your life. And the thing is that when you are living in alignment with your values and beliefs and who you are, something truly magical happens. You permit yourself to be the best that you can be.



What Do I Want To Be Known For?

Identifying these traits will help you develop the secret source that deeply connects you to your brand and business. It will also help you set yourself apart from others in your field.

So many times, we try to live up to other people's expectations of how we should act or the type of leader we should be. What happens is that we start to morph ourselves into something we are not. If you're trying too hard to please other people and instead of ourselves, and this ends up making us feel less than like we are never enough, like we're constantly chasing the dream, but when never quite getting there, the dream keeps changing. The goalposts keep moving because you don't have a clear purpose, so you will lose direction. And there's always that temptation, then, to compare yourself to someone else who you may perceive as being more successful.

Have you ever felt that way? It's just exhausting, and most people have in this endless merry go round of mindset madness that holds you back. That is why the first step is to realise that you are enough, and to figure out who you are, and what your unique footprint is that you would like to create and craft in the world.

It's up to you to break free from limiting beliefs using the strategies we have learned earlier in this course. To build a personal brand, you have to go deeper within to really explore the full potential of who you are.

For example, I'm a personal brand coach and mentor. That is what I do for a living; that is my profession, but I want to be known for being more than just a personal brand expert. I also want to be known as someone who inspires and motivates women, just like you, to step into their confidence and own their voice so they can shine so much brighter than they do right now. No matter what service I provide that is my end game.

My end game is to be a change-maker - to elevate other women's confidence and empower and inspire them to believe in themselves. And that anything is possible. It drives everything I do, my brand, language, energy, and everything that I say and do, adding value to my brand, and that's the key!



Everything you say and do adds value to your brand and positions you as the leader you want to be - helping you to unlock your dreams and desires. Discovering what you want to be known for will shape everything you do in this course. It is also the basis for a super compelling pitch.

You may have a business or a company name or a work for an organisation, but your personal brand is all about you, and it's about the bigger picture you give to others about your value.

Your personal brand allows you to stand out from behind your business or organisation to be authentic to who you are and step out of the shadows, no matter who you are, what you do in your life, or where you work.

So For Today's Assignment Is To

- 1. Complete the worksheet that accompanies this master class to help you unlock your passion, purpose, and what you want to be known for.**
- 2. Write your own personal brand positioning statement that then clearly articulates what you want to be known for.**
- 3. And finally, you'll last task is to unlock your "Why?".**

So you can remain connected, inspired, and entirely motivated to keep forging towards your goals and dreams during this course and beyond.

The deep questioning in the workbook and the activity will give you the steps you need to take to unlock who you are and what you want to be known for.

So, Let's get you started because this is the next critical step in your journey to building a powerful personal brand you can profit from in life and business.



