



WHAT DO YOU WANT
TO BE KNOWN FOR?

Workbook

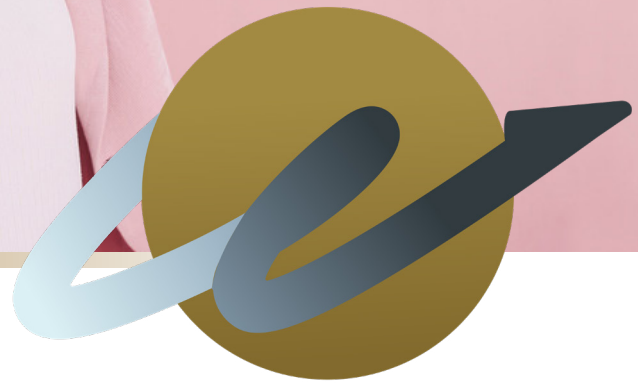
**MODULE 1
MASTERCLASS 3**



YOUR BRAND POSITIONING
MAKE YOUR MARK!

SUZIE LIGHTFOOT
BE SEEN. BE HEARD. BE NOTICED.

**BE SEEN AS THE
LEADER YOU WANT
TO BE!**



What Do You Want To Be Known For?

You have mapped out your goals and identified what success means to you, so the next step is to get clear on what you want to be known for? – which is an essential part of developing your personal brand positioning.

This is super critical for you because everything you do now in this Woman of Confidence Personal Brand Accelerator course will centre around building your brand and reputation around what you want to be known for.

You must nail this right now before you continue to complete the rest of your branding work in this course. This step is pivotal in crafting a brand that is on point, helps you take control of your personal brand and reputation in your leadership space, and stops other people from branding you!

So take as much time as you need to answer the questions in this workbook to clarify how you want to make your mark in the world, the impact you want to have on those around you and how you ultimately want to be remembered when you leave the room! (*both virtual and in real life!*)

And remember, a Woman of Confidence celebrates her individuality and isn't afraid to Be Seen. Be Heard and Be Noticed for who she is and all that she brings to the table!

Suzie



WHAT DO YOU

WANT TO BE KNOWN FOR?

 SUZIE LIGHTFOOT

WHAT DO YOU WANT TO BE REMEMBERED FOR?

1. When you leave the room (virtual or in real life), how do you want to leave people feeling after meeting you? *i.e. Motivated, inspired, empowered, passionate, driven?*
2. Outside of your experience and expertise, what do you want people to remember you for when they Google your name and see you and learn about you for the first time?
3. What is most important to you in your life and career? What lights you up, and what energises you when you work with your clients, customers or stakeholders?
4. What personal values do you want people to recognise most in you as a leader in your field? *i.e. visionary, creative, trailblazer, compassionate*
5. What do you want people to feel about your energy and presence as a leader? *ie. Highly motivated, energetic, calm, charismatic, spiritual, intuitive*
6. Where do you get your drive and commitment from? What motivates you to achieve your goals and dream?
7. What do you want people to feel about your mindset and attitude? *i.e. success and growth mindset, entrepreneurial, optimistic, visionary, transformational, change agent, performance mindset*



WHAT DO YOU WANT TO BE KNOWN FOR?



ANSWER THE BELOW QUESTIONS IN ONE WORD

Personally, one thing I am passionate about is:

Professionally, one thing I believe to be the most important is

Those who matter to me the most, I want to give the gift of

I will know I have succeeded when others see me as

BRING IT ALL TOGETHER

Now you have unlocked what makes you tick and what truly matters to you, it's time to bring it all together into a powerful personal brand positioning statement that speaks to who you are as a leader personally and professionally.

To help you get started, you can use the following framework to guide you. But you must refine your statement into your own words to best capture the essence of who you are, what you stand for and ultimately what you want to be known for personally and as an industry leader!

*I want to be known as a _____ leader who thrives on helping other people (businesses/organisations) _____.
I harness the power of (your unique gifts i.e. energy. mindset. vision) _____ to unlock the potential, I have to be (what
is most important to you...). I want to share the gift of _____ to help others to realise their full potential to
_____.*