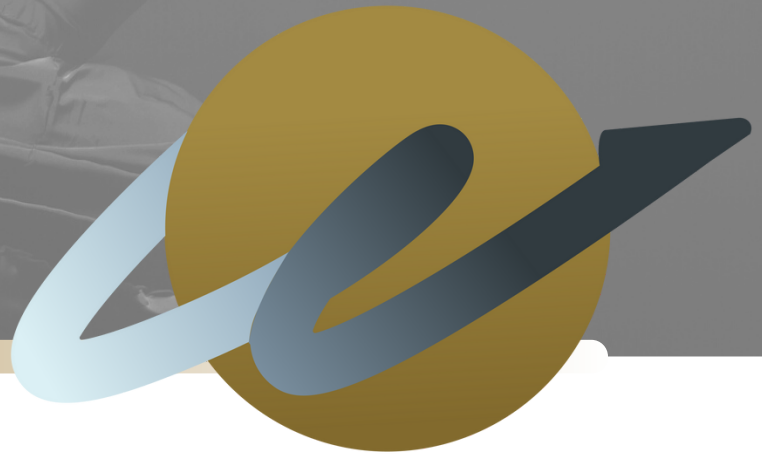


**MODULE 1 - OVERVIEW**  
**LET'S CREATE THE BEST YOU**

**TOGETHER WE  
CAN DO IT!**



**TRANSCRIPT**



# Let's Create The Best YOU

Hi, I'm Suzie Lightfoot. Welcome to module one of the Woman Of Confidence Personal Brand Accelerator Course!

Great news! You have now prepared yourself for the challenge ahead, so it's time to dive in and get started on module one, "Creating The Best You." This module talks about how you can successfully build your personal brand foundations, your clarity, purpose, vision, your values, and get clear on your business and career goals.

This week is the most crucial for the Woman Of Confidence Personal Brand Accelerator Course because this module gives you the steps you need to build a strong and memorable personal brand. After the lessons in module one, you will have the strong foundations for building your brand identity. So please don't skip past any of the steps in module one, as we will be referring to this deep discovery work later in the course to help you build a world-class signature brand.

## Here is the breakdown for module 1

- **Masterclass 1**

In masterclass number 1, we will hit the ground running, and I will help you create the success and growth mindset you need to not only achieve your goals and dreams, but to present yourself as a more empowered female leader. And by the end of this personal brand course, you will have built a personal brand you can profit from.

- **Masterclass 2**

In masterclass number 2, we will get clear on your personal brand, career, and business goals and touch on what's holding you back.



- **Masterclass 3**

In masterclass number 3, we will develop your brand positioning and what you want to be known for. This is critical if you want to position yourself as an authority and get the recognition you desire in your niche market or industry.

- **Masterclass 4**

In masterclass number 4, we will then get clear on what your big game really is. What is your vision? What does success truly mean to you? I'm going to share some of my top secrets into how to mind map this so that you can then plan your brand success through a more strategic approach.

- **Masterclass 5**

In masterclass number 5, we get right down and dirty, and we start to get to know your market to help you to identify your own leadership style. This is a pivotal and critical section to building your personal brand.

- **Masterclass 6**

In masterclass number 6, I'm going to show you my five-step process to get clear on your niche market and identify your dream audience. Plus, at the end of the masterclasses, we will create your own personal brand style guide.

Each brand success masterclass will help you connect with your wisdom and create a powerful personal brand and life you really want.



So here's what you will achieve in module one.

In module one, I will give you the clarity and purpose around your brand and helping to create new pathways, break any habits and limiting self-beliefs you may have and unleash your full potential and brand value.

We're going to do some deep thinking so you can connect with who you really are and what truly matters to you. We will set clear goals to achieve them for your brand and business, and we will identify your big picture and your vision for success. You will also learn the top tips or keys to getting the life and career you really want.

Now, these are what I call the five C's to build an authentic personal brand, a natural extension of who you are and all that you bring to the table. Because when your personal branding is completely on point, people will sit up and pay attention, and your reputation precedes you as the obvious choice for high profile partnerships and great opportunities.

So put simply, you will leverage more and influence more people by representing brand you. Module one is designed to help you take control of your brand and reputation, plus give you the courage to chase your dreams to be the leader of choice in your industry.

So let's get you started on your Brand Success Journey.

And remember, there have never been greater opportunities than today for female leaders to shine truly. There is nothing more powerful than women inspiring other women leaders to create the careers and dreams of their lives.

So please share this course with your female friends and colleagues because as you find your voice and step into your confidence as a female leader, you can help other women find success and their voice, too, and it's great accountability.

So I'll see you in masterclass one in this fantastic Woman Of Confidence Personal Brand Accelerator Course!



