

COURSE INTRODUCTION
ABOUT YOUR TEACHER

BE SEEN. BE HEARD.
BE NOTICED.



TRANSCRIPT



About Your Teacher – Suzie Lightfoot

Founder of A Woman of Confidence

Hi, I'm Suzie Lightfoot. Thank you so much for joining me, I'm so happy you've made it here, and I'm super excited to be your personal brand coach and mentor for this empowering Woman Of Confidence Personal Brand Accelerator Course!

This course will transform your life and career by giving you the confidence and know-how to build a world-class professional profile and personal brand that elevates your career and business to the next level.

By the end of this Woman Of Confidence Personal Brand Accelerator Course, you will be able to be seen, be heard, and be noticed as a more influential and recognised female leader in your industry. My coaching sessions will give you the tools and strategies to feel more empowered and strive to reach your goals. I'm here every step of the way, and I'm going to be your biggest cheerleader. Before we dive into this powerful personal branding course together, I want to share a bit about me. Because as I will be your personal brand coach and mentor throughout this course, it will also help you understand how I came to be sitting here serving you.

Personal branding coach is my passion, but it's also my business. But everybody knows that being a woman in business does not come without challenges. I've enjoyed success as a model, media personality, brand ambassador and businesswoman for over 25 years, and I've worked with industry leaders in media marketing and leadership. I've been fortunate enough to have worked with some of the biggest names in fashion, as a fashion model and learning first-hand how the power of a simple piece of fabric can change people's perceptions.

But it has not always been an easy pathway to success. I've certainly experienced my struggles and extreme highs and lows, especially at a time when my public image appeared perfect on the outside. But I was crushed on the inside, going through a broken marriage and depression.

These experiences although so emotionally exhausting and super challenging, ultimately laid the foundations for my personal brand and who I am today and the foundations of the success that I have built. I have to say my biggest "aha moment" came when I turned the big "5-0".



After years of feeling invisible, I finally got the courage to back myself and start my own business, connecting deeply and resonating with something that I truly knew is my passion.

Don't get me wrong; it wasn't easy to gain the courage to quit a financially secure job at 50. But I instinctively knew that my calling was elsewhere. I had a vision, an unstoppable vision to become a coach and mentor. To help other women, like me, step outside their comfort zone, own their space and find their voice as more empowered women in business. So, I set about, you know, building this dream, and the first step was to build a strong personal brand so that I could launch my business to the world. And I've never looked back. N

Now I'm also the founder of a Woman Of Confidence. This great online membership is explicitly design for high-performance women, professional women, industry experts, entrepreneurs, and business leaders just like you. So you can find your voice and step out of the shadows to truly shine as a female leader that you want to be. To build a personal brand and so that you have more choices, attract more opportunities, and be more financially secure. So this is a role that I love, I'm truly passionate about, and it's become a natural extension of who I am and all that I've accomplished throughout my career.

But all of this has led me to this moment to create this powerful online course called the Woman Of Confidence Personal Brand Accelerator Course. It wraps up everything I've learned from the years of experience in media and marketing, and building my successful brand and business, into an easy step by step guide that you can follow to build your own brand and business.

You have everything you need to kick start your personal brand and leadership journey right now, and to give you the results you require without spending thousands of dollars on expensive one on one coaching. You will be able to launch your brand to the world.

Are you ready to get started? I'm super proud of you for making it here, and I will be with you every step of the way. This is the start of building a brand new you. Next up, I will help you break down the course models to know what to expect from my brand success master classes.

And I'll see you on the inside. Remember, together we can do this.



