

**COURSE INTRODUCTION**  
**PRE-COURSE PREPERATION**

**PREPARE FOR GREATENSS!**

**TRANSCRIPT**



# Get Ready For Your Brand Success Formula Journey!

Hi, it's Suzie Lightfoot here and welcome back to the Woman of Confidence Personal Brand Accelerator Course.

Before we get started on module one, I have a quick warm-up session to get you brand ready to succeed in this course. This session will get your game ready to complete the challenge you have set for yourself; to build a powerful personal brand that will get you the recognition you deserve and desire. But I have a saying, "preparation is the key to success", and building a world-class personal brand is no exception. So, the first thing we need to do when we set ourselves external challenges like the one that lies ahead of ourselves is to raise our internal bar. During this course, you will go through massive personal and professional growth. It will challenge you to shift and move outside your comfort zone to achieve the extraordinary results you want for your brand, career and your confidence! So, the question you really must ask yourself right now is, **"Who do I need to be to ensure that I get world-class results in this personal brand course?"**

I want you to think about that right now and go to your journal and write down your answer. It just takes a few minutes to think about it from your heart. So maybe for you, it means that you need to open yourself up to allowing yourself the mental space and the time to invest in yourself and to give yourself the energy and presence to stay motivated and on track with the program and your brand goals. This is so super important.

This could also mean that you need to trust yourself to have the courage to put yourself out there to better Be Seen, Be Heard and Be Noticed as a leader in your industry; so you don't get overwhelmed and can deliver on your brand promise. The one that you've set yourself to complete this online course. Or maybe you need to find ways to be more focused and organised so you don't struggle to compete with your daily to-do list and the goals you've set.



So, here's something that I've noticed over the years. One person can be taking the same action steps as somebody else but not getting the same results. Do you know what the big difference is? It can simply be a mindset in developing your brand and your leadership status. This is a massive definer; who wants it more? Who's capable of rising to conquer their fears, overcome the setbacks or roadblocks to achieve their ultimate goal, and in this case is to finish this course. So, if you're experiencing any resistance or finding any of the content challenging, please know that that's OK. It is entirely normal, and I have been there too, and other people completing this course are in the same place as you are now. So, please don't hesitate to post in the Facebook forum, or you can always reach out via email, and I'll be there to support you. The other thing to remember is that as you step into your confidence as a more empowered female leader and grow your brand during this course, you are opening yourself up to your full potential to share your gifts more freely with others and help them thrive and grow too. It's not all about you; it's also about the audience and the people you wish and want to serve.

To help you achieve a world-class result and get you in the right mind, you set for the course ahead; the first step is to get organised and set some new success rituals before you get started.

## Here's What I Want You To Do Before You Get Started

1. **Download your five-step pre-course performance checklist** for everything you need to do to get ready for the challenge you have. Set yourself and fully complete this course.
2. **Set time for your daily ritual.** Firstly, let me ask you how many interruptions and uninterrupted hours a week you have available to dedicate to growing your personal brand? How many can you set aside each week or each day? Having a positive growth mindset will increase your success by 95% during this challenge. So, I'd like you to adopt a no-excuse policy. Set those appointments and set your time and success rituals so that you can take a few minutes to plan and prioritise each day's activities more efficiently and productively. Make an appointment in your outlook calendar or Google Calendar to block out at least 60 minutes of uninterrupted minutes a week to work to invest in your personal brand and your professional development more if you can. But a minimum of 60 minutes so that you can commit to your goal.



Label your appointment, **Marketing or Brand and Business Development**, to mentally acknowledge this time as an essential component for your professional growth and business or career development. It is locked and loaded in your diary, so you can say I have that appointment, and there's no excuse.

3. **Sync your appointments with your phone and other calendars.** Tell your VA or PA or other team members so that no one makes an appointment for you during this time or interrupts you while you're doing your brand development. Research shows that the best time of day to do your learning and strategic thinking is before lunchtime. If you can do it before then, that is your optimum time to get results. And remember to turn off your mobile phone and remove any other distractions.
4. **Choose your environment, find a happy place.** You can watch the videos, work on your mindset over the challenge of this course, and get a physical environment in which you feel great. That lifts you emotionally and spiritually. A place you can feel untouchable and unstoppable, a place where you can go to let go of any resistance you feel so that you can reach your limitless potential and be the best that you can be. A place where you're enough, where you can explore your thoughts, ideas and creativity, and innovation. A place where you can find your flow and just let go of any inhibitions. A place where you can explore to be brave and bold. A place where no one has a say in your world, where you can permit yourself to embrace who you are and what matters to you. A place where you can dream big, set goals, focus, shift, move and achieve. Feel the freedom and experience the limitless possibilities that come when you break down your resistance and just let go of your fears and realise that you are enough and that you can do this.

**A world-class brand is just a step away from you.** This is your opportunity to create the life and career of your dreams to be known and recognised for who you are and all that you bring to the table as a professional woman in business. So choose your physical space and make room for spiritual freedom. This is your moment to make a difference. This is your moment to shine and your time to invest in your future. Block out all distractions, be present at the moment and complete your personal branding development. Tap in, tune in and turn up in this space every day with an unstoppable presence and energy, and you can create the future in this moment and a place where you can allow yourself to be seen. Allow yourself to be heard and allow yourself to be noticed.



5. **The next thing I want you to do is to start journaling.** Download your brand success coaching journal. During the challenge, you will start to unlock so many thoughts and ideas and insights around your brand and leadership throughout this journey that you need to record them. Because these are just gold, download your journal to record them and write them down so you don't forget your pearls of wisdom, and they are so necessary for your ongoing brand development. And will we using those throughout the course.

**So please take some time right now to:**

- Set your appointments.
- Choose the right space for you to learn and grow,
- and prepare to get “brand ready” for this amazing journey ahead.

And thank you so much for joining the **Woman of Confidence Personal Brand Accelerator Course**. I'm so honoured to have you here. And I'll see you in the next masterclass, where we will talk about creating an entrepreneurial mindset.



