

THE ULTIMATE
**BRAND
SUCCESS**
journal



Woman of Confidence

**PERSONAL BRAND
ACCELERATOR COURSE**



YOUR MINDSET IS THE HEART BEAT IF YOUR BRAND!

As the Woman of Confidence founder, I have had the privilege and amazing opportunity to meet and work with many inspirational and successful women. And the one thing I have found they all have in common is a growth mindset and positive self-belief that you can achieve whatever you want in your life and career if you are willing to do the work – both inside and out!

The Woman of Confidence Personal Brand Success Journal is a place where you can unleash and explore your thoughts, feelings and experiences around success, leadership, and life. It is a creative space for you to fully express who you are, what you believe, what you really want and what's holding you back so you can be the leader of your life! No apologies and no holding back!

This Brand Success Journal is an integral part of your Brand Success Formula Journey. Each Chapter complements the brand and leadership work covered in each Module of the course. Every page is infused with exercises, thoughts, and ideas to help stimulate your creativity and new ways of thinking so you can build a more powerful and authentic personal brand.

Your journey to be the leader you want to be starts here! Commit wholly to the journey and all the steps, and I will guide you to feel more empowered and unstoppable than ever before!

So, are you ready? Together we can do it!

Suzie



PART 01

commit



BE A
WOMAN
OF
confidence!



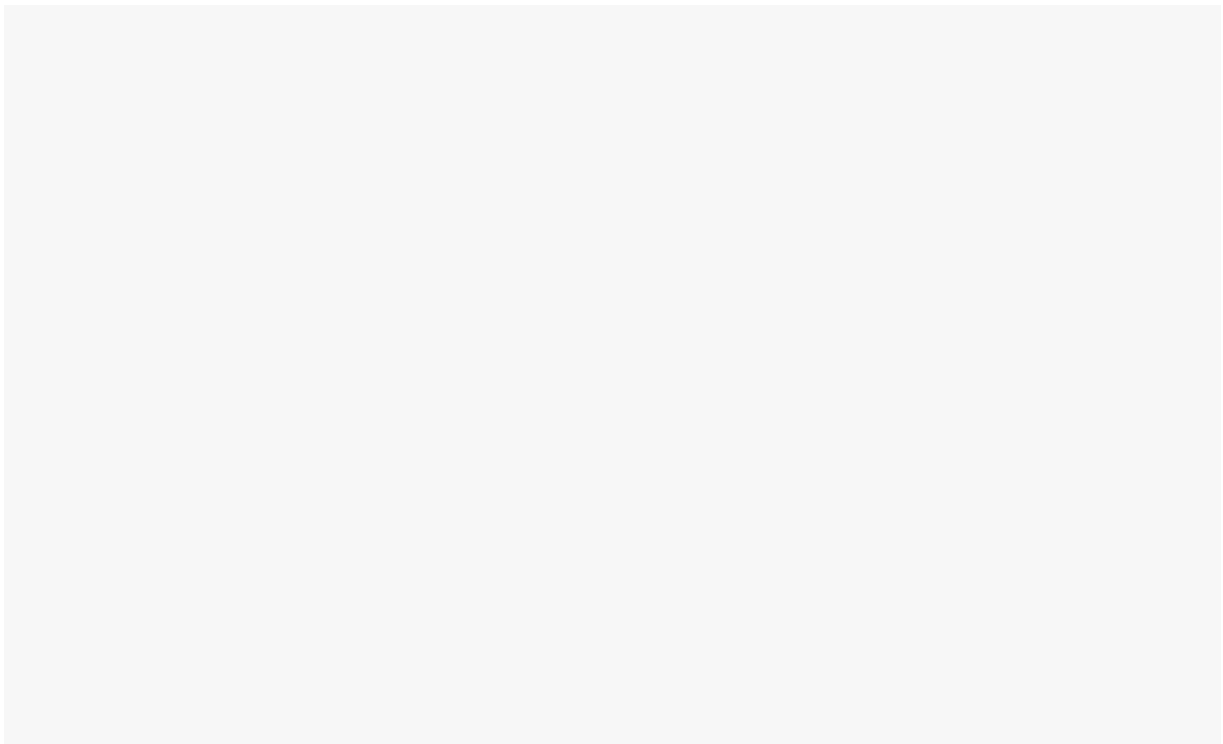


STEP 1: COMMIT TO YOUR JOURNEY

Welcome to your Personal Brand Success Journal, designed to make the most of your journey. I know that life can be hectic at times, but that doesn't mean that it can't be meaningful as well. Use this journal as part of your brand and leadership development to allow you the space to set whole hearted intentions and a place to express your deepest emotions. I look forward to working with you!

Suzie

1 WHO DO YOU NEED TO BE TO ENSURE YOU COMPLETE THIS COURSE AND GET WORLD-CLASS RESULTS FOR YOUR BRAND?



PRE-COURSE WARM-UP

DISCOVER
why
YOUR

SET YOUR INTENTIONS!



INTENTIONS



STEP #2 YOUR WHY STATEMENT. Why are you doing this? Take time to write down why this course and building your brand is important to you right now.

STEP #3: YOUR COURSE INTENTIONS. How do you want to feel? Reflect on how you feel in the present and how you want to feel at the end of this course.

HOW I FEEL IN MY **MIND**:

HOW I WANT TO FEEL IN MY **MIND**:

HOW I FEEL IN MY **BODY**:

HOW I WANT TO FEEL IN MY **BODY**:

HOW I FEEL IN MY **SPIRIT**:

HOW I WANT TO FEEL IN MY **SPIRIT**:



Accountability

Taking responsibility for your own actions, emotions, and the current situation is the first step toward breaking out of old patterns and changing up your life and career! Take responsibility for the things you can change, or if you can't change them, think of ways you can improve them going forward. By answering the following questions, you gain some insight into how you can take more responsibility for the things holding you back. So don't be a victim - accept personal responsibility and think of ways to make things happen!

Write down your problem/s or challenges

How am I responsible for this problem? Have I made some bad choices? Have I tried EVERYTHING that's in my power to improve things? (if you have, count the things you've actually done)

If you solve this problem, how would your life (or the life of others) improve? Is this problem worth solving?

What can I do to start making things better? What little steps can I start making today to start improving the situation?

Accountability

How would taking responsibility for my RELATIONSHIPS look like? What steps must I take? How would this improve my life?

How would taking responsibility for my FINANCES look like? What steps must I take? How would this improve my life?

How would taking responsibility for my CAREER look like? What steps must I take? How would this improve my life?

How would taking responsibility for my HEALTH look like? What steps must I take? How would this improve my life?

How would taking responsibility for my WELLBEING look like? What steps must I take? How would this improve my life?



BUILD YOUR *confidence*





SET YOUR SUCCESS MINDSET RITUALS

The one thing I have learned from coaching hundreds of professional women, business owners and entrepreneurs is that you can give someone the exact same action steps to follow, but the ones who adopt a no-excuses attitude, the ones who push themselves to be more and do more and that really want it, are the ones who succeed in achieving their brand goals and greater career success.

Because like everything in your life and career, if you really want something to happen, if you're going to create the future you want, then you must COMMIT to doing! High performance is not a fluke. You develop it with sustained and consistent effort! So, just like a champion athlete, planning and conditioning your mindset for success matters and will shift you from the 'excuse zone' into the 'take charge' zone.

This section of your Brand Success Formula Journal aims to help you find strategies to boost your mindset mojo for greater brand success!



1 CREATE YOUR MANTRA

OWN YOUR WORTH

Your mindset affects your confidence and ability to show up and shine as your best self - to be authentic and celebrate your individuality. Having a success mindset that fosters positive energy, confidence and presence draws people to you. Plus, the best part is you will nurture and attract like energy back to you.

Write your own daily **Success Mantra** and affirmations here in your journal to say everyday or at times when you need a boost of confidence!



2 PROTECT YOUR ENERGY

GATHER YOUR TRIBE

PEOPLE WHO INSPIRE AND MOTIVATE ME

01:

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11:

NEGATIVE INFLUENCES TO AVOID :

01:

02:

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05:

my new tribe





NOTE TO SELF

dear, _____,

YOU HAVE COME SO FAR IN YOUR LIFE AND CAREER. LOOK AT
ALL YOU'VE _____ ALREADY.

THIS IS YOUR TIME TO

NEXT YEAR YOU WILL LOOK BACK & SEE YOU HOW YOU HAVE

AND YOU WILL HAVE TAKEN THE FIRST STEPS TO YOU NEED TO

IN A YEAR YOU'LL BE _____ &

I'M SO VERY PROUD OF YOU!

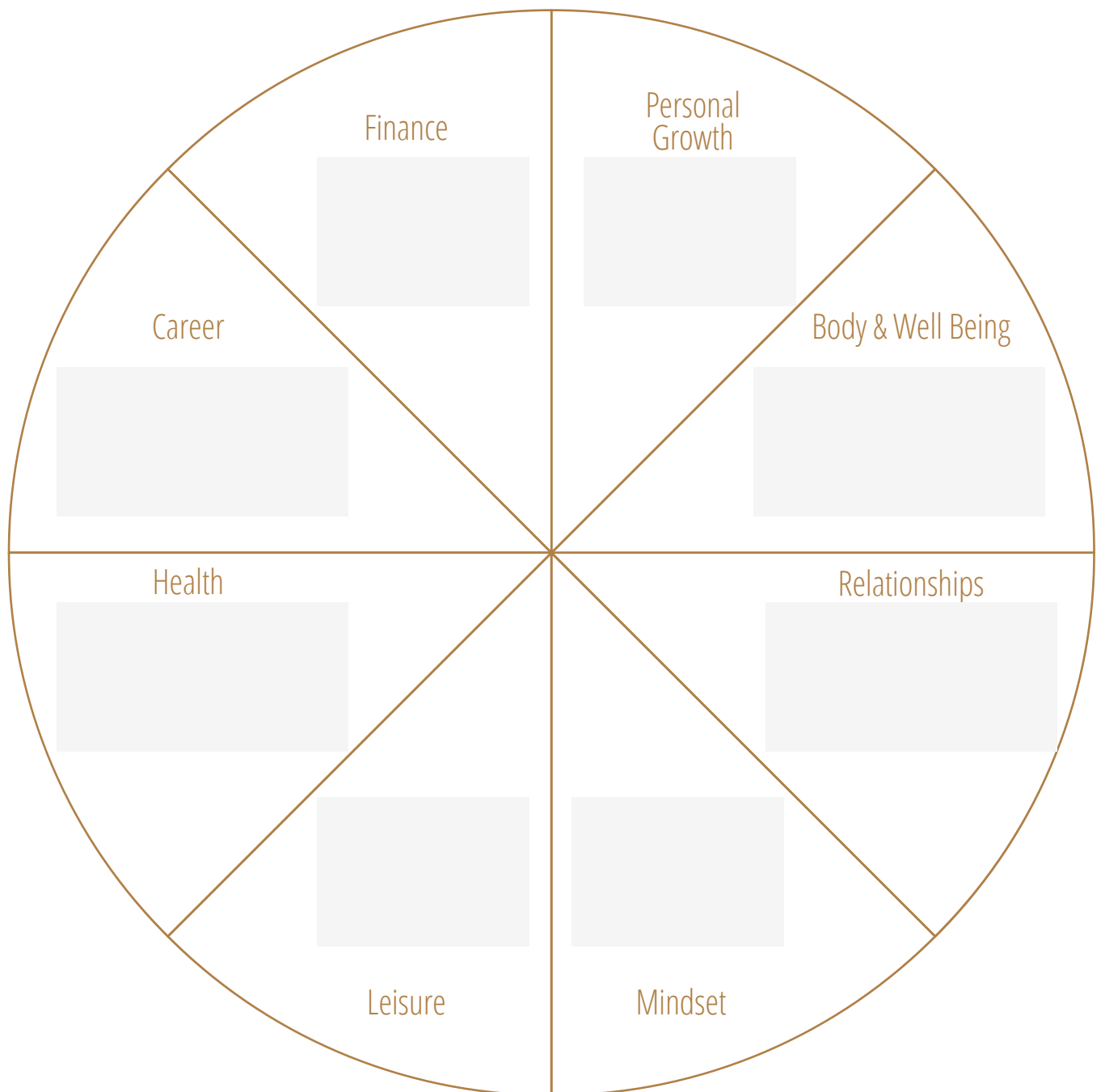
sign your name here

love you always.



3 EMPOWER YOUR LIFE!

It's time to create positive growth and success rituals for all aspects of your life! Think about developing new habits and effective ways of changing your belief patterns through practising and maintaining daily rituals.



4 SET BOUNADRIES!

Do you feel deep down like you agree to do too many things, but you're not sure how to say no? Do you apologise for something you really don't need to or find yourself doing other people workload? Well, you're not alone, and many female leaders fall into this pattern. The good news is that setting clear boundaries or a code of conduct for your personal brand and leadership can save you stress and give you a sense of control and freedom. When you're clear about your boundaries, people will understand your limits and know what you are and aren't OK with, and they'll adjust their behaviour. Healthy boundaries can also help you build greater self-esteem, clarify who you are, what you want, and your values and belief systems, develop independence and gain a greater sense of identity.

Personal Boundaries

Professional Boundaries



LEAD YOUR BEST *life*



USE YOUR MNDSET IS A LEADERSHIP TOOL

WHAT MINDSET ARE YOU LIVING AND LEADING FROM?



shift, change,
move

Do you struggle with overcoming adversity and challenges? Do you find it hard to pivot and shift quickly? Do you believe your life will never change?

To step into your full potential to live and lead the life and career you want you must start to believe that most things can be improved with training, practice, effort, and a little grit! Learn to build a growth mindset that will help you turn setbacks into and advantage to improve.

Use this section of your journal to help you identify your mindset traits and retrain your thoughts into a more positive focus.

"A woman of confidence is not afraid to be herself. She is passionate, positive and empowered to be the best she can be!"



Growth vs Fixed Mindset

You can change the way you think to develop an adaptable, healthy and positive mindset that elevates your thought and allows you to be open to new challenges and possibilities - just like doing this powerful online course! Below are some examples of growth vs fixed mindset. Which one are you, and how can you shift into the Growth Zone?

Growth Mindset	Fixed Mindset
Challenges Challenges are a way for me to get better	Challenges I try to avoid challenges so I don't look stupid
Desires I'll try new things	Desires I'll just stick to what I know
Skills I can always improve	Skills I'm either good at it or not. If I'm not, it's okay
Obstacles I'll change my approach until I succeed	Obstacles I'm just not good at it and that's the way it is
Success of Others I'm inspired by their success. Maybe I have something to learn from their success.	Success of Others It's unfair that they're succeeding and I am not.
Criticism I can learn from the feedback I receive	Criticism I feel threatened by the criticism I get



Flourish and Thrive!

Now you have identified how you view the world; it's time to explore ways to shift from the grone zone into your growth zone. Deliberately adopting strategies to promote a more productive, positive perspective will train your mind to take action to work on a solution rather than accept things as they are. And the best part is fostering a positive mindset will help you continue to grow and adapt to new ways of thinking, which is the perfect leadership trait!

How I react to challenges & how I can improve?

How I react to criticism & how I can improve?

How I react when I don't know what to do next? Is it productive?

**Am I taking responsibility for my own actions and current situation?
If yes/no, how so? Is this helping me to get forward and how?**



Limiting Beliefs

In this section, try to identify other beliefs holding you back and how you can reframe them to be more empowering and productive. For example, you may be conditioned to think that "money doesn't grow on trees" when you were little. While it's true in a sense, a more productive way of thinking would be that "I will be rewarded for the value I provide for others - the more I give, the more I will receive."

Current Belief

Better Alternative

--	--

Current Belief

Better Alternative

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Current Belief

Better Alternative

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Current Belief

Better Alternative

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Limiting Beliefs

A Belief that is holding you back:

"ex. I can't change myself."

Where did this belief come from?

How is this belief harmful?

What is a better alternative for this belief?



Overcoming Your Fear!

As women, we can struggle with imposter syndrome big time and often think we have found success 'by mistake!' We have this little voice that questions, "who am I to put myself out there as a leader or thought leader?" But my question is, if not you, then who!? This exercise involves thinking about the worst possible outcomes of an action you know you should take but are too afraid to execute.

What action do you wish to take

The worst outcomes	How to prevent	How to repair
What will happen long term (1 year, 5 year, 10 years+) if you don't take this action?		



Action Brainstorm

Stop Doing

Do Less

Keep Doing

Do More

Start Doing



Taking Action

I am going to:

ex. build a 6 figure passion business in the next two years.

What limiting beliefs do I have to overcome to achieve this:

ex. I can't quit my current job because I can't pay for my rent.

What steps do I have to take to get started:

ex. start sharing my photography on Instagram.

What tools do I need to get started:

ex. just my phone camera.

Why am I doing this:

ex. I'm doing this because life is too short to not take chances.

I am grateful for:

ex. the opportunity to pursue my dream.



PART 02

vision



MY GOALS AND *dreams*



EVERY SINGLE ONE OF US, HAS A DREAM!

Worthwhile things take time and intention! Those who want to achieve a dream and realise a goal have to work at it. So, where do you start? One of the things I do for my coaching clients is a simple brainstorming exercise. It will help you to express and realise your biggest, most audacious goals freely! And remember, no dream is too big or too small! Use this part of your Brand Success Journal to compliment your vision and goal setting work in Module 1 to unleash all your goals and dreams!



My Ideal Life And Career

In order to get to your goals that you want to achieve, we can work backwards by first describing your ideal life and career. What would your days consist of? What does success really mean to you? What does it look like? Where would you be and who would you be with? What experiences would you have? And what does your professional life would be like? Remember, this is just an exercise to give you a vision to work towards - it's not set in stone and can change as you go along.



My Dreams

This exercise involved doing a brain dump and writing for 10-15 minutes on what you want to achieve in life spiritually, emotionally and physically. There are no right answers here, and the more you write, the better since you want to get all your ideas on paper. No dream is too big! If you start to blank, think of some role models you look up to (might be your parents, someone in your community, some of your friends or thought leader or key personal of influence - it doesn't matter) and write down what you admire about them, that you'd like to achieve as well.



Vision Board

Now you have expressed your ideal life and career aspirations, write down key points in each category describing what your ideal life would look like. Use notepaper if you run out of space! This exercise is designed to give you an idea of things you would want to strive for. You may think that you don't need to write it down, but writing it down makes it more real and creates a commitment that compels you to move forward to achieve your goals.

Career	Finance
Relationships	Love
Personal Growth	Health
Leisure	Home



Goal Setting

01. What do you want to achieve financially in the next year?



02. What do you want to achieve physically in the next year?



03. What do you want to achieve spiritually in the next year?



04. What do you want to achieve emotionally in the next year?



05. What do you want to be remembered for?



PART 03

inspire



LET'S
CREATE
THE
BEST
you



MODULE 1

Date:

Weekly Priorities

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To-Do List

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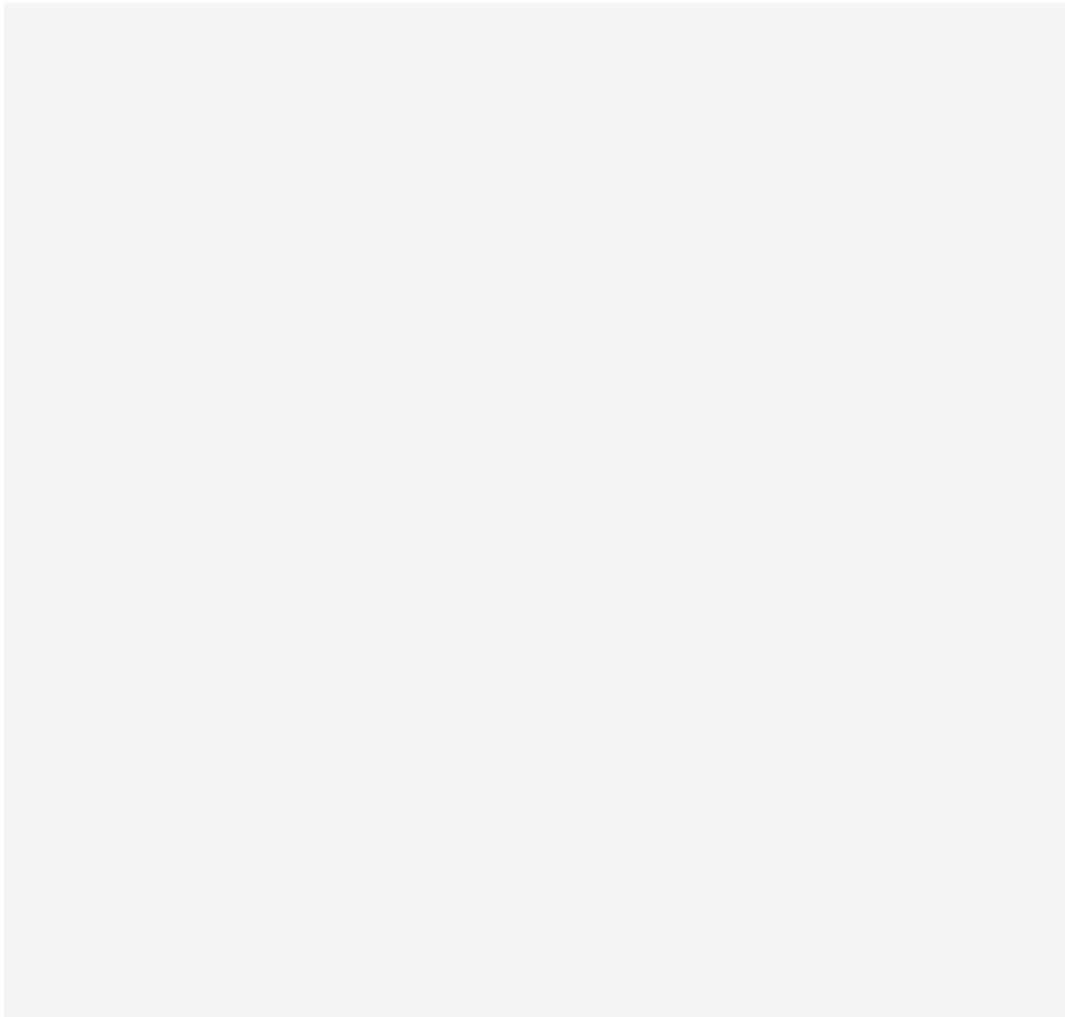
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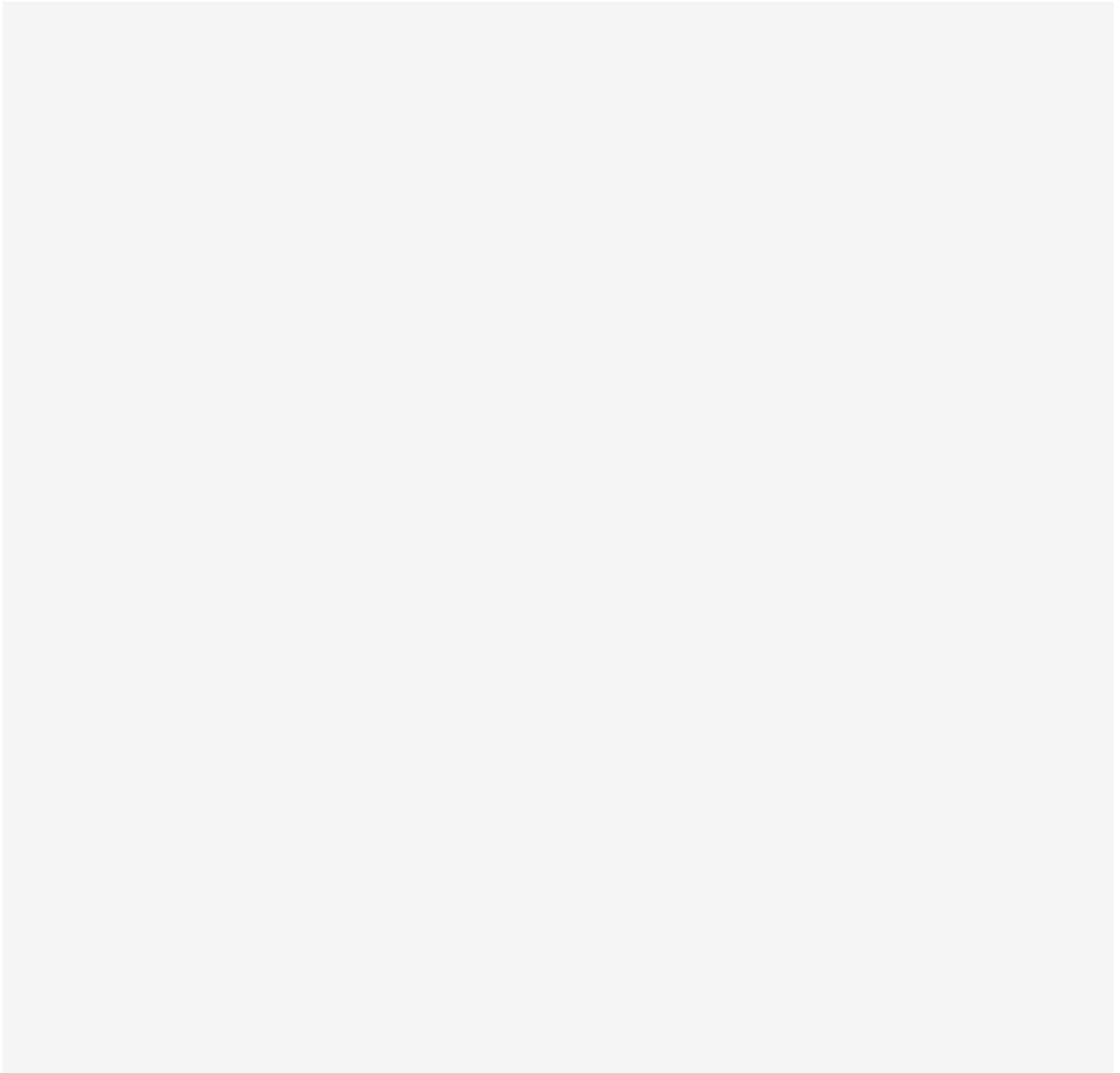
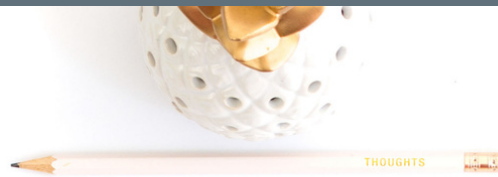
REFLECTIONS

THE KEY LESSONS I HAVE LEARNED FROM THIS MODULE ARE:



SNAPSHOTS

THOUGHT LEADERSHIP INSIGHTS AND IDEAS



MODULE 2

Date:

Weekly Priorities

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To-Do List

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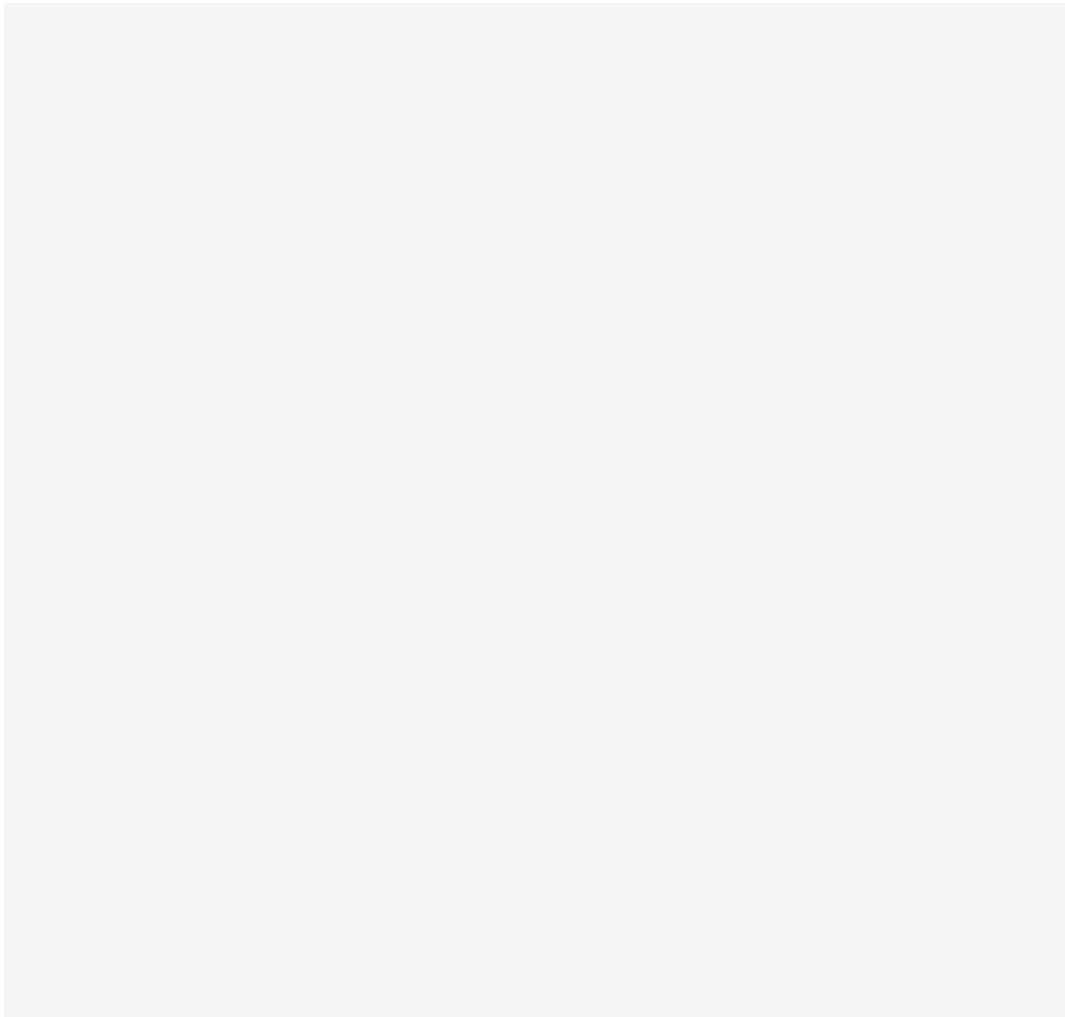
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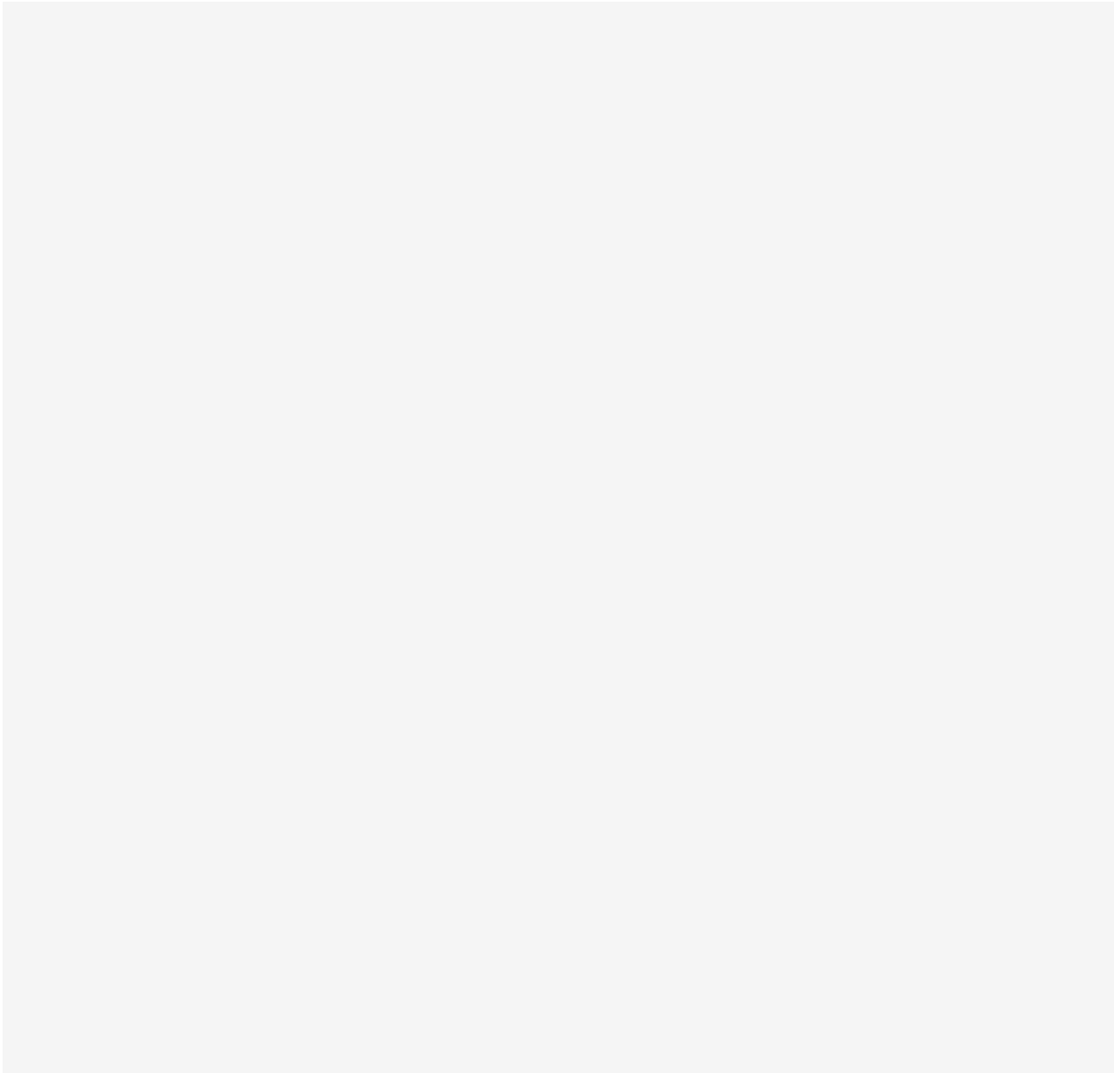
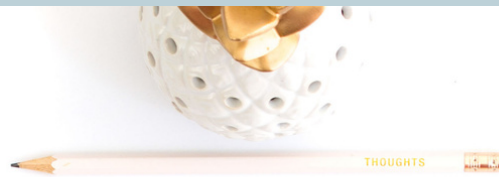
REFLECTIONS

THE KEY LESSONS I HAVE LEARNED FROM THIS MODULE ARE:



SNAPSHOTS

THOUGHT LEADERSHIP INSIGHTS AND IDEAS



MODULE 3

Date: _____

Weekly Priorities

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To-Do List

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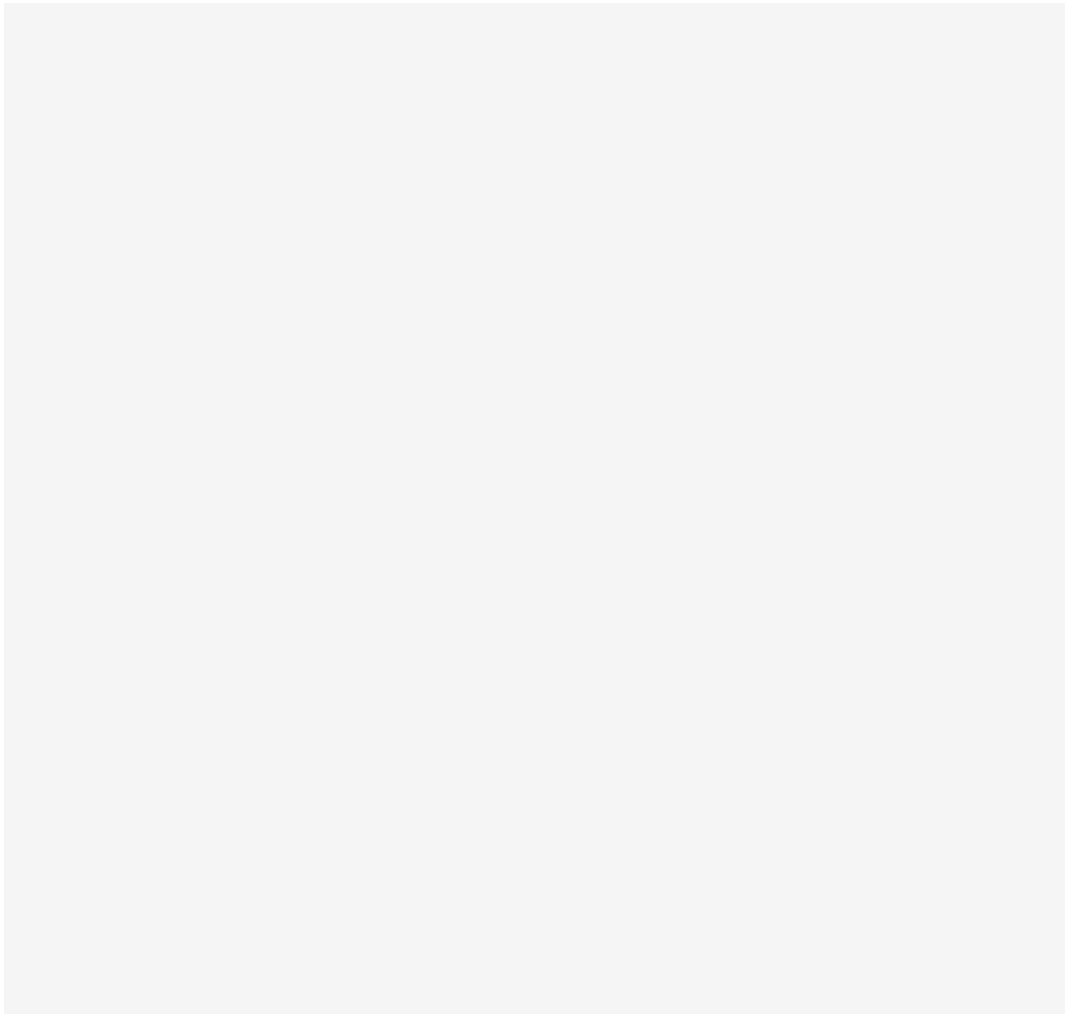
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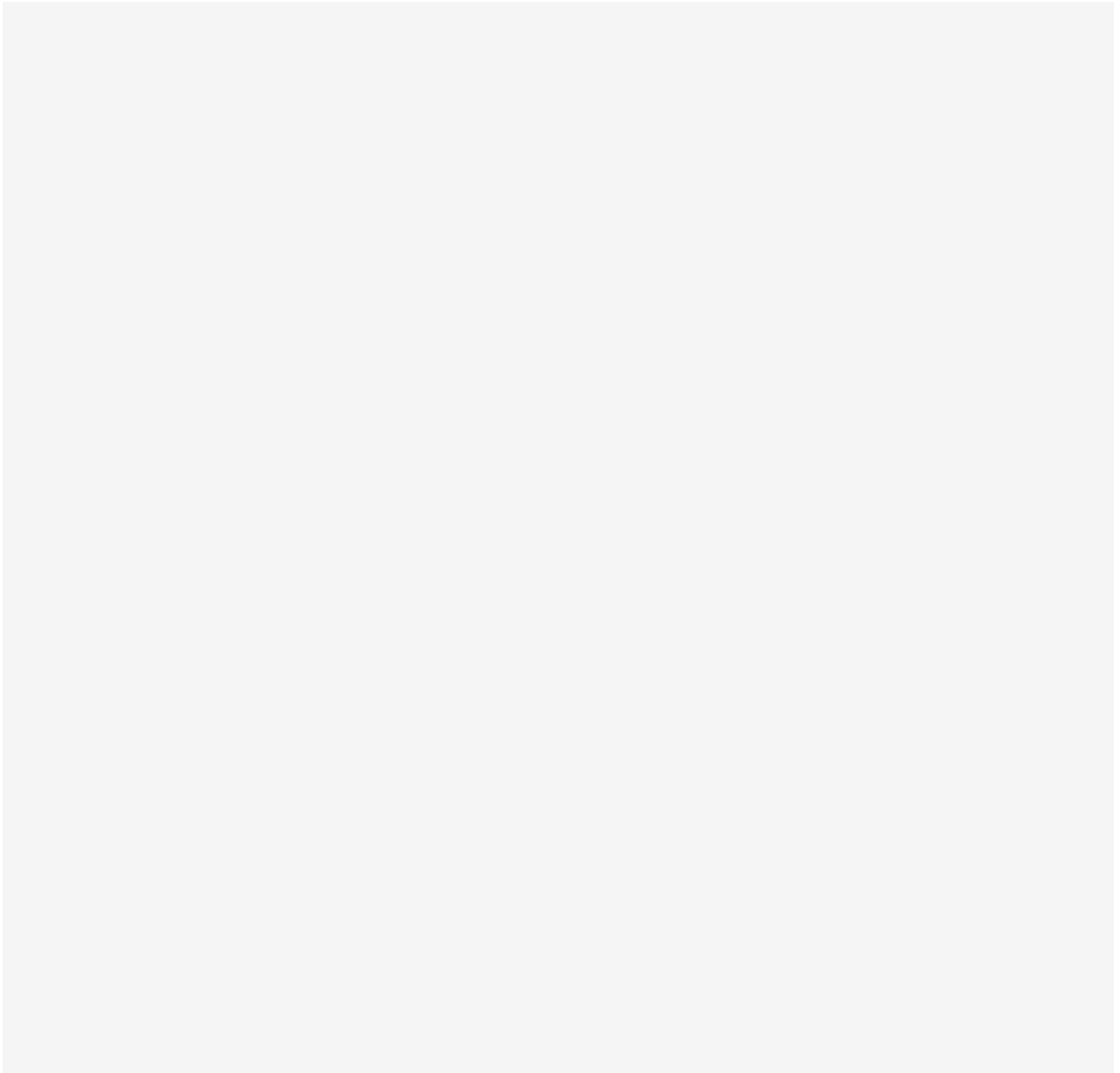
REFLECTIONS

THE KEY LESSONS I HAVE LEARNED FROM THIS MODULE ARE:

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SNAPSHOTS

THOUGHT LEADERSHIP INSIGHTS AND IDEAS



MODULE 4

Date:

Weekly Priorities

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To-Do List

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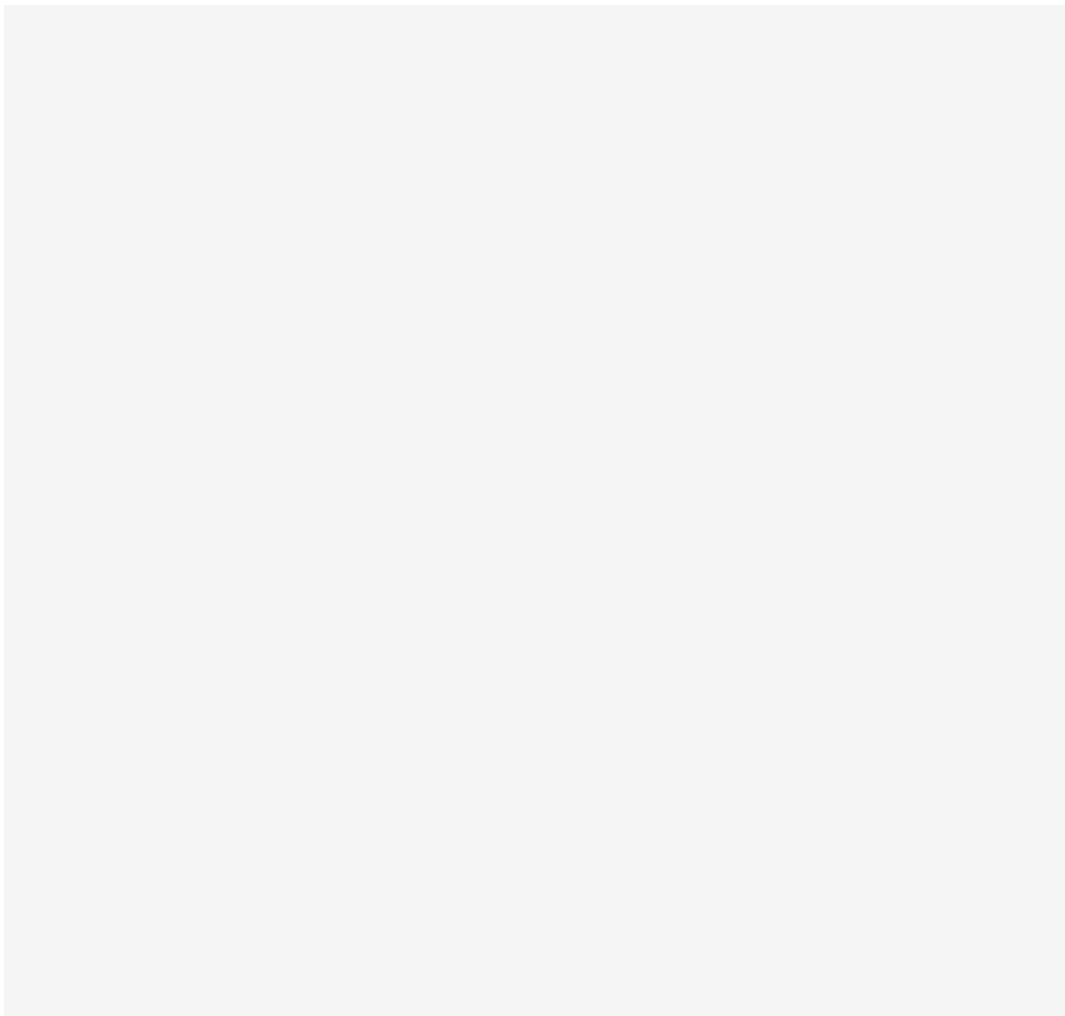
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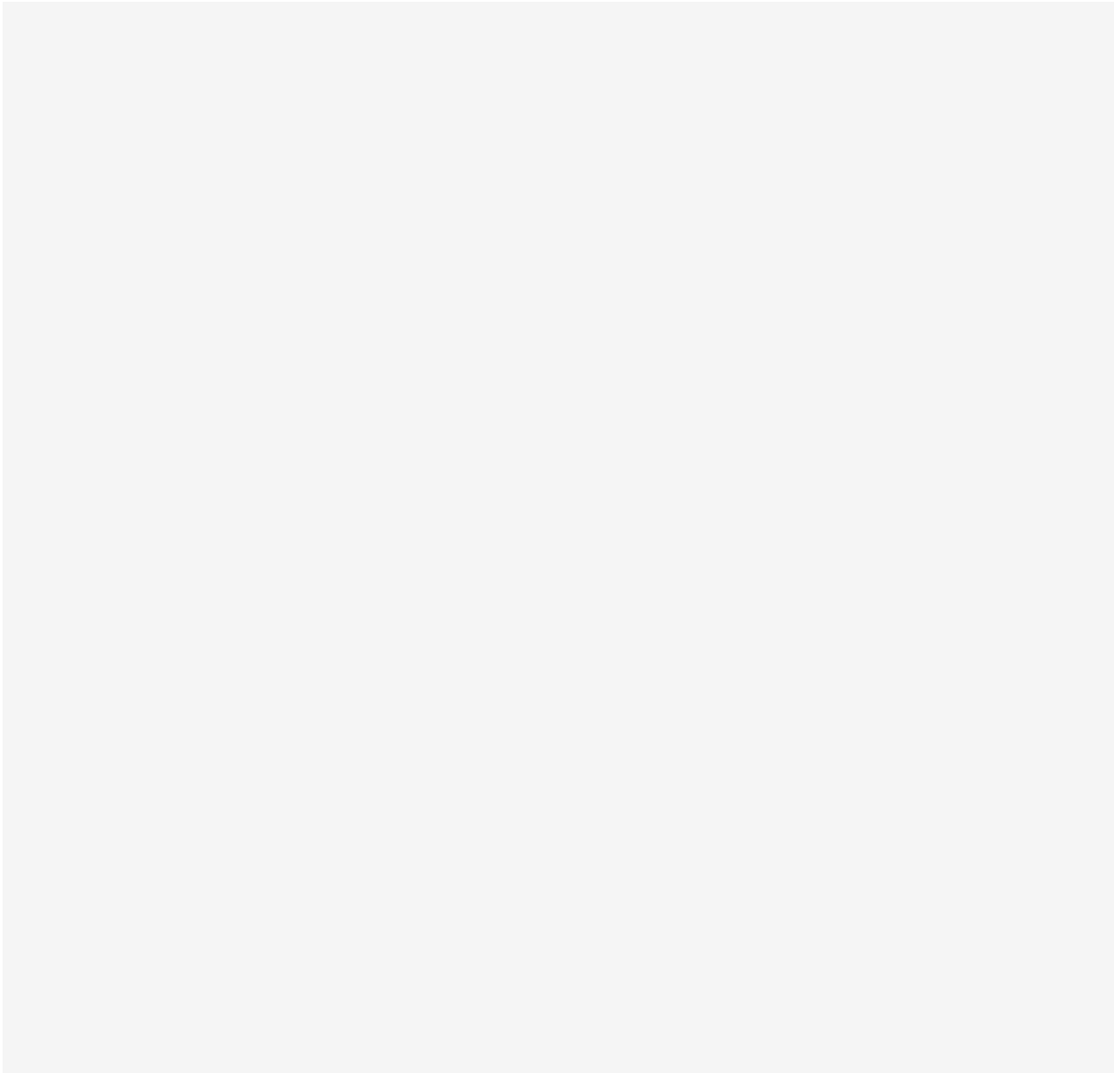
REFLECTIONS


THE KEY LESSONS I HAVE LEARNED FROM THIS MODULE ARE:



SNAPSHOTS

THOUGHT LEADERSHIP INSIGHTS AND IDEAS





**If you don't
challenge
yourself, you will
never realize
what you can
become!**