

# *Ignite* YOUR BRAND

## LEADERSHIP & BRAND STRATEGY COACHING PROGRAM

### MODULE 2 - WEEK 6

Catch Up Week/Bonus Content:  
You ARE Enough + The RAD Badass List!

*Soul*  
SEED



Woohoo! It's Week 6 and you are about halfway through the soul-centered brand strategy process. Use this week to keep working through your customer research interviews.

Right around this time, some people start to feel some overwhelm. Some people feel they haven't accomplished "enough."

However, remember you are assimilating a lot of new information, and, chances are, you have already experienced some big transformational shifts. Some things may already be making a difference in the short term, and some things you've learned will have a positive impact in the long-term.

This is when it's so important to have some resources in your back pocket to turn to when you need to be reminded that you ARE enough and you are a RAD badass!

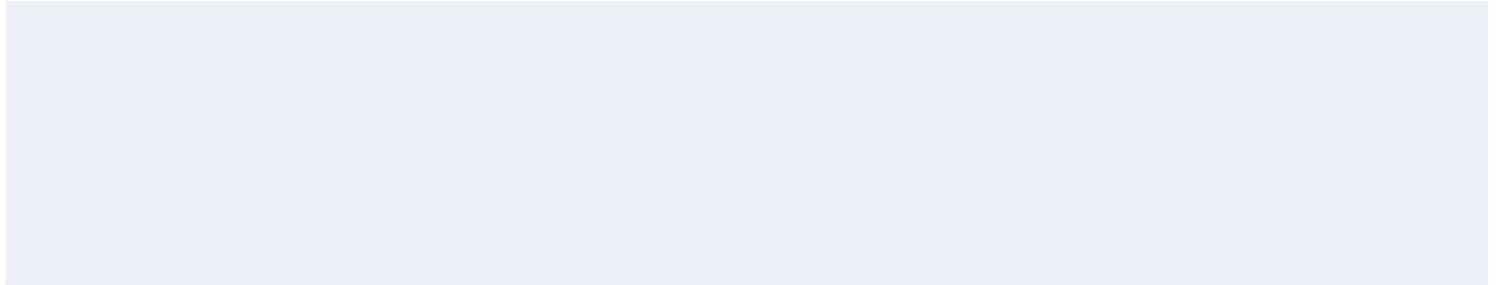
It's time to revisit all you have accomplished and celebrate your successes!

*Amber*

Use this exercise for times that you are questioning if you are enough:

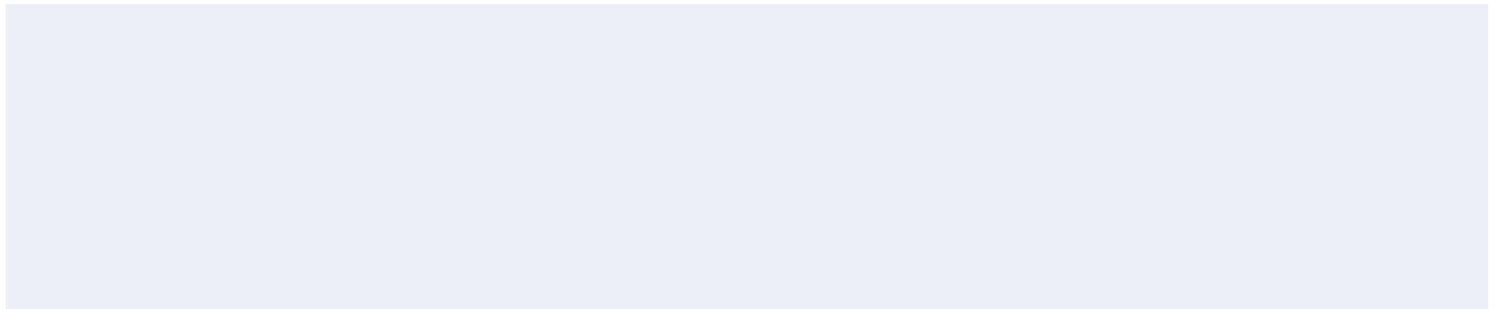
## STEP 1: ACKNOWLEDGE

The next time you are feeling not enough, write out those thoughts. Get them out. You can't root them out and re-write them if you don't acknowledge what they are and where they are coming from.



## STEP 2: RE-WRITE

Make a list of all of the things that have gone well for you in the last 6 weeks. If you are struggling to think of anything that has gone well, think of ways that you have helped others, and when it felt good doing so. You can also open up the time span and open your memory bank further back and make a list of things that have gone well/right over the last year, or in your lifetime, or since starting your business. You will see times that you have felt good helping others, and you will see examples of growth as a person. This list is PROOF that you have done enough, and you are are enough. Through this process, you are literally, Re-Writing your story.



## STEP 3: EMBODY THE EASE

This step is about choosing to let go of the negative self talk, and carry forward only that which propels you and keeps you in the right mind-space and high vibration to support you in existing at your highest level. Move forward more lightly, with greater joy and ease. You are enough.

*Acknowledge, Re-write, Embody the EaSe - You ARE enough!*

Use this exercise for times that you wish to feel uplifted, empowered & in your badassery!

### STEP 1: REFLECT

Reflect back on some of the biggest challenges and things you struggled with and overcame. What were your biggest accomplishments, your "smallest wins that felt big?" Choose several situations and detail out how you felt in each of those experiences as you were going through the hard parts, through the most challenging times, what was that like?

### STEP 2: ACKNOWLEDGE

Now, in step 2, Acknowledge just how AWESOME you were in those experiences (and still are). What did you learn about yourself through those challenges you overcame? How did you feel as you approached the moment of overcoming the challenge? Acknowledge how it felt to overcome the obstacle. How did you feel after ward? What about those experiences made you feel badass?

### STEP 3: DO IT AGAIN!

This step is about choosing to embrace that BADASSERY and know that you can DO IT AGAIN! You have overcome challenges before, and you can do it again if needed. You can allow yourself to feel and embody the feeling of success right now. All of that glorious badassery and so much more is possible for you now and in the future, you've proven it before and you have continued growing as a person and continue to bring new wisdom with you. You are a RAD Badass anywhere, anytime. Write out any commitment or action steps you are committed to to remembering you are a badass and embodying that, here:

*Reflect, Acknowledge. Do it again. You are RAD!*