

# *Ignite* YOUR BRAND

LEADERSHIP & BRAND STRATEGY  
COACHING PROGRAM

## MODULE 1 - WEEK 1

Your Purpose-Driven Mindset:  
Aligning your Mindset for Success



Over the next 12 weeks, you're going to be guided, challenged, and inspired to dig deeper and feel differently about yourself and the vision that you have for your business! It's by getting this internal clarity and then empowered with actionable strategy that you're able to take steps to strategically grow your soulful business.

**The lessons this week include:**

- 1) Success Mindset
- 2) Claiming Your Dream
- 3) Your Truth
- 4) Your Why
- 5) Understanding Your Brand

*Amber*

Your belief about what is possible is the first step in understanding, uncovering, and owning your personal vision for your life. Developing and creating the vision you have for your life and business requires trust, confidence, courage, and motivation. Here are 10 areas that tend to come up as opportunities for releasing limiting beliefs and stepping into the commitment to living your vision... review them, see which of them resonate, and add your own!

# 1

## EMBRACE THE PAUSE

Often before taking action, it requires pause or presence. Going inward with your intuition, getting the answer from your soul, and trusting it. *Trust*. Your internal desires are with you, and it requires getting quiet enough to hear them.

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# 2

## JUDGMENT FREE

How are you allowing yourself to be present with your desires? Are you shaming yourself for them? If so, why? In order to fully manifest your soul's desire, it requires being judgment free with yourself and with others so that you can explore what you desire, along with your discomforts. When we are judgment free, it allows us to stay curious and open, and it's through this openness and vulnerability that it can lead to truth breakthroughs. There is nothing to fear when you stay curious and judgment free.

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# 3

## RECEIVE

When is the last time you fully allowed yourself to receive someone's love? To be showered in affections or gifts? When is the last time that you gracefully and fully received a compliment, without making an excuse, apologizing, or shutting it down?

Too often, people will self-sabotage. Have you ever set an intention or goal, acted on it, and then when you started getting what you desired, you shut it down? Have you ever sought help, and as people showed up to help you said, "no, I'm fine. I can do this myself"?

Consider if you might be shutting down the help and abundance coming your way.

When you set your intention, energy, and action on what you desire, the universe responds. Take a moment and consider what you are committing to so you're prepared to allow it in and fully receive it.

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# 4

## EMPOWERED COMPASSION & BOUNDARIES

Sometimes as people, parents, or business owners, you can struggle with feeling like you should "help everyone." If you feel bad for not agreeing to everything, not being able to help everyone, or that people can't afford your services, it's likely that your actions are reflecting that. If you allow everyone else's opinions or ideas to control your feelings and attention, then this allows others to control your destiny by getting in the way of your own vision and strategy for growth. If you are saying yes to things when you really want to say no, this is toxic generosity and doesn't serve anyone in an empowered way. Consider how you can embrace empowered compassion and boundaries in your life so that you are moving forward in a way that is healthy for you, and therefore is best for everyone around you as well!

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# 5

## GET EXCITED!

Pump up the volume, dance, dance! Allow yourself to be excited for realizing your dreams and living your joy, because why not?!

# 6

### BE YOUR OWN #1 BADASS.

Be willing to confidently speak up about what you do, who you are, and what you have to offer -- not from a "proving" energy, but simply from truth. When you are your own badass living in alignment with your soul-truth desires, you feel a sense of peace, calm, and confidence about who you are because you aren't concerned with making others happy or what others think. If you're a service-based entrepreneur, you will likely be sharing your story and offerings through marketing. When you are in your truth in a clear aligned way, this confidence comes through and resonates with ideal clients. You are your own leader of YOUR destiny, your life, your business, and brand. It's time to own it and be the BADASS that you are.

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# 7

### PROGRESS OVER PERFECTION

As you move forward on this journey of self discovery, your goals and priorities will shift, your business may shift, your ideal customer may change, and you might even change your business model or offerings all together! Be prepared to start things before you feel fully ready and to move forward before things are "perfect." We learn by doing, and therefore it may be necessary to step into things before feeling totally ready. Ask yourself if you have been stalling your own progress because you've been afraid to try something new or take a risk. Be ready to accept and embrace imperfection. Life is a journey, not a destination -- and we learn along the way!

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# 8

### BE A PROBLEM SOLVER

Be ready to figure it out and get it done! You can seek out coaches (like me!) to help you in your journey, and it's also going to require you being resourceful and solving problems. Coaches and mentors can facilitate your journey, however your answers are within you. The job of a coach is to help you unlock them, and then it's your job to take action and problem solve as you go. Consider, have you been giving away your power and expecting others to have the answers or solve problems for you? How you can receive help in a healthy way, while also getting into the driver's seat of your own life?

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# 9

### SHOW UP AS THE PERSON YOU WOULD HIRE

Are you showing up in the way that you would expect from someone you would hire? Are you clearly communicating expectations and boundaries with clients? Are you walking them through the customer journey? Are you the confident expert? Imagine the expert you would hire for work like what you do: what would they say and do? This isn't about comparing yourself to others or about becoming something that you don't authentically want to be. This is about seeing yourself as you desire to be and walking the journey to fully become that person. When you see your future self, what do you see? And what does it require to fully become that more aligned version of you?

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# 10

### TAKE ACTION STEPS TOWARD ALIGNMENT

It's one thing to have a desire, but it's another to act on it. Your vision will not come to fruition if you don't take steps to bring your life and business into alignment with your values and desires. Once you see what needs to shift, it's going to require acting on it. You have to both want something and be willing to act on it. Desire alone is not enough, taking action is not enough -- you need both. Consider how you will commit to taking action, whether that means seeking support, releasing something, or doing something. Then check in with yourself -- are you ready to take action in this journey?

### MINDSET EXERCISES

From the 10 tips above, did you realize anything? Write out anything that is standing in your way:

What are you letting go of and leaving behind? Write out a list of everything that no longer serves you that you are leaving behind. Commit to that here:

### DREAM IT TO ACHIEVE IT

Whether you're just starting your journey to build a business that is aligned to the life you desire and allows you to be authentically you, or pivoting to create a more aligned business, visualizing what you are striving for is the key to success.

Without having a clear vision for the life you desire, it's impossible to design a business that is aligned to that vision.

You are here because you believe that there is a better, easier way to live a fulfilled life while earning greater income. This starts with having a vision for what you desire that life to be, and then creating the business that supports realizing that vision. So saddle up sister, it's time to open up the skies of your heart... and visualize infinity and beyond!

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*This exercise will require 5-15 minutes.*

*Supplies needed: a heart centered human, a piece of paper, and some drawing/coloring utensils*

#### **Step 1: Get centered**

Center yourself by getting into a comfortable position with your body centered, Remove all distractions. Take 3 big deep breaths in for a three count, hold for one, and breathe out for three.

#### **Step 2: Remove barriers**

Allow yourself to dream REALLY BIG. Visualize breaking down any walls or boundaries around your body or being. To be successful in this exercise, it's necessary that you allow yourself to imagine to your heart's fullest desire, without adding self-imposed limitations. Do not stop yourself short with doubt or fear. We will think about the how-tos and what ifs later on. For now, your only task is to allow yourself to be with your heart and to dream!

#### **Step 3: Visualize from your heart**

Do this with your eyes closed. Upon closing your eyes, visualize yourself for a few minutes feeling into this scenario:

Imagine yourself 5 years from now, doing your most aligned, passionate work. Where do you live? What work do you do? Who are the ideal clients you work with? How do you feel? Visualize yourself arriving to work. Where do you arrive to? What does your office, desk, or workspace look like? Where are you located? Who are you working with? What services? What does your day consist of? After after work, how do you spend your time? What is important to you? How do you feel about life and your work?

**Draw your vision on another big piece of paper that you can save somewhere to hold the space for your vision, or draw it out here:**

### TRUTH EXERCISE

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Center yourself, and from a state of centered flow, allow yourself to free-flow write **all of the TRUTHS you believe about your work and why it's important**. Reflect on your path, on your life journey from the beginning to now. Think about the TRUTHS that you believe steer your work. **Write out anything that has informed or inspired your work.**

#### FREE FLOW THOUGHTS

As you look back on your lifetime, did you see anything revealing itself that shapes your life's work, and uncovers your why? What stands out to you as you review your TRUTHS? Does a common theme begin to emerge?

If you narrow down a few key phrases that define YOU in a nutshell, what are those?

What new insight have you gained about yourself through these reflections?

### UNDERSTANDING YOUR WHY

People make buying decisions based on emotion, yet so many entrepreneurs make the mistake of focusing on the product or tactical elements of the service rather than first focusing on why it matters to the customer. Customers first connect with your passion, which is driven by your WHY or your PURPOSE (why your business exists). Customers first feel that, they feel why you care, and then they care about what's in it for them. It's important to know why you are driven to do what you do. Understanding your WHY is the foundation for everything you do in building your business to support your life.

There is a reason that you started your business: likely freedom or to control your own schedule. And there's a deeper WHY that drives you to serve the people that you serve in the way that you serve. What else is there?

When you ignite others with your enthusiasm, they'll want to be a part of that. The key to harnessing that passion is understanding your purpose, or your WHY.

Your why is what keeps you dedicated and committed, in good times and bad. If you aren't totally committed to making your vision a reality, you won't be impassioned to stick it out and continue building your business through the inevitable growing pains. Delayed gratification is often necessary in building a business, and being connected to your why ensures that you are enjoying the process. Growing a business is very challenging at times (the goal is to help it become more fun, aligned, and come with ease), and the more you lean into your why, the easier it becomes. If you are brand new in business, you will build your revenue over time, so the dream of money alone is not enough to see it through for the long term.

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*Let's dive in with some exercises to help you uncover your why!*

**FIRST:** If you haven't yet watched Simon Sinek's, "Your Why," video this is a must-watch! Simon is a master at teaching this lesson! Google it :)

#### **SECOND: PURPOSE EXERCISE**

Fill out each column. Then, look for the common themes in these lists to see if there's a shared, recurring theme that helps you get to the core of your purpose:

- Everything you are good at in both business & life
- Everything you enjoy doing in business & life
- Everything that gives you a sense of purpose

#### **Everything I'm good at**

#### **What I enjoy most**

#### **Sense of purpose**

**THIRD:** After filling in these lists, what stands out to you? Is there a common thread in all three columns?

Before we work on clarifying your brand, it's important to dive into what a brand and what it's not. Often, we see a logo and think that is what makes or breaks a brand (it can influence that), but in truth, a brand is SO much more!

### A BRAND IS NOT...

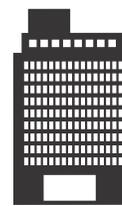
- A logo
- A tagline
- Colors
- A website
- A t-shirt, pens, or branded materials

### A BRAND IS...

- How people think/feel about your business
- What people say about your business when you're not in the room
- Your business reputation
- The impression people have about your biz

Just as your company has a brand, you have a personal brand. And if you ARE your business, then you ARE the brand of the business too! You get to make the decision about whether you are growing a company brand, a brand built around you, or a brand built around a product.

### Understanding what you are branding (technically speaking)



### MISUNDERSTANDINGS ABOUT BRAND DEVELOPMENT

#### **MYTH: Branding doesn't get me sales.**

**TRUTH:** People buy from companies/people they resonate with and believe can help them get results they desire. If you want to increase leads, sales, and income, you must be intentional about sharing your authentic brand. This is how people connect with you and ultimately make a buying decision based on how they feel about your brand. This is how the process of intentional branding equates to sales. In addition, the more you narrow your focus and get clear on what your brand is, the wider your message goes. You become known for your unique offering, and that leads to more sales.

#### **MYTH: I can't afford branding.**

**TRUTH:** You don't need to hire someone to create your brand. Your brand comes from within YOU. You can hire a firm, coach, or consultant to help walk you through the process or to help you create the branded elements (website, logo, etc.) but the core of the brand comes from you: why you exist, the values that steer your work, and who you serve. And if you aren't clear on all of that, then you can't afford NOT to invest in your brand; the investment in the core foundation of your biz is the best investment you can ever make!

#### **MYTH: My business is too small to have a brand.**

**TRUTH:** If you want your business to have an impact and be profitable, it requires building a brand. No matter how small you are, you have a brand. A brand is how people feel about you. So regardless of your size, you have a brand! And, many big brands started out with one person, or a small product or offering. Oprah, Apple, and Starbucks all started with one person.

**Reflection:** When you reflect on these lessons, are there myths you've been believing that have been holding you back from igniting your brand?

# MODULE 1 - WEEK 1

## Lesson 5: What are you branding?

**Brand practice:** Look at each of these images, pictures, and logos below for 5 seconds each and write down the first thoughts that come to mind for each one:



Look at the words you wrote down. Are they about logos, colors, fonts, or packaging? Or did you write descriptive words that describe feelings or emotions? Such as, "don't like," "love them," "funny," or "ewwww."

**Likely, you had an emotional reaction to those images.** Your brand is the way people FEEL about you, your business, product, or service. You do not need to be all things to everyone. In fact, one of the things that hold too many soulful entrepreneurs back is the fear of being disliked or offending someone.

The truth about branding is the clearer you are about who you are for, and the more you authentically and confidently step into that, the more those ideal clients with whom you are meant to serve will resonate. This also means the more you attract, the more you repel, because inevitably, your brand does not exist for everyone!

Your company brand is given life by your internal guiding principles and vision (covered in Days 1 & 2). It's those internal driving forces that give life to how people will feel about your brand.

An authentic brand is not something you put on. **An authentic brand is something that comes from within you as the leader.** You are not for everyone. This is one of the biggest blocks and fears that hold people back from stepping into their brands, **however, when you are empowered with your values and know why your biz exists, it makes it easier to move forward confidently, focused on those you are meant to serve!**

The companies above have crafted experiences that made you feel the emotions associated with them. They instilled a feeling. Chances are you like some and despise others, and they all had a market.

Great branding is about feelings and connections. The fastest way to create connections is through COMMON VALUES. We connect with people who see things the way we see them, who feel the same, and who believe in the same things. This is why we started this work with helping you identify your beliefs, values, and principles because ultimately those are the ways in which you will connect at an authentic soul level.

Use this space to write down reflections on how you want people to feel about you and your business:

What inspired you to start your business?

Why does your company exist?

What about your business or product/service offering improves society/offers value to customers?

What impact does your work/company have and on whom?

If you are pivoting, what does this new direction provide you the ability to accomplish or do more of?

When you think about what drives or motivates you on the deepest level each day, what words or phrases come to mind?

Reflect on the words and phrases above. What does this mean to you?

What is your WHY?

Did the TRUTH exercise reveal any common threads to your WHY?

As you look back on your lifetime, did you anything reveal itself that shapes your life's work, and reveals your why? Does a common theme begin to emerge?

What's the most valuable takeaway for you from Week 1?