

Ignite

YOUR BRAND

LEADERSHIP & BRAND STRATEGY COACHING PROGRAM

MODULE 1 - WEEK 4

The Aligned You: Limiting Beliefs & Hidden Commitments



As you've been considering what drives you and your mission and goals, you may have encountered some fears or areas of resistance.

Sometimes an area of resistance and subsequent opportunity lies in your mindset or in your action strategy. Sometimes blocks lie within your internal beliefs. Becoming aware of these blocks requires the courage and bravery to look inward on a self awareness journey. The goal with examining beliefs is to help bring to light the things that may have previously been blocked from your view, and making them conscious or visible to you. It's when you can see a belief that you can begin to decide if you wish to transform it or not. It's when you dive a little deeper to understand where it came from that you're able to begin to transform it if you so desire.

Transforming beliefs is a 3 step process that involves

- Awareness: Becoming aware of your beliefs
- Transformation: Transforming those that you desire to change (this transformation can occur through various modalities including mindset shifts, energy healing of past traumas, or other modes of healing such as therapy to support the understanding of traumas that have likely informed your beliefs)
- Action: Choosing a new action that better aligns with the empowered vision you hold for yourself and taking that action step as your confidence grows and your new beliefs become solidified as you learn by doing.

This week, we are going to explore belief patterns and how they can serve you or hold you back. It's by identifying potential hidden beliefs that you can invite in transformational change and be better equipped to fully ignite your brand strategy. This helps you to welcome growth without sabotaging your own success. Be sure to watch the video for this week! Much of this work is best supported by being walked through the exercises. While this week's workbook is "small," the work is BIG, MEANINGFUL, and IMPORTANT.

The lessons this week include:

- 1) Your beliefs about yourself
- 2) Beliefs in your business + assessment
- 3) Hidden commitments

Amber

KNOWN & HIDDEN BELIEFS

You are on a brand and business-building journey... and it's also a personal transformation journey.

You either already know your purpose or are actively discovering it and the more you lean into it, the more joy you will likely experience. It's from this place that you become more empowered to create a strategy for your business in which you can show up aligned and more authentically you.

Success for purpose-driven individuals comes from clarity, strategy, and trust: clarity in why your work matters, a strategy to build it, and continued trust in yourself to keep moving forward in alignment. This doesn't require perfection. But it does require belief and action and it's important that they support each other.

You have been working through a process to uncover what lies within you, while identifying the personal and professional blocks that get in your way. Sometimes what stands in our way is business strategy, processes, or marketing, but often what gets in our way is rooted in something else: it's hidden limiting beliefs within us. Sometimes people don't fully believe in themselves and they don't know why. It's important to look at your limiting beliefs and false stories so that you can consciously choose a new belief or story.

Believing in yourself and your ability to be a change agent for yourself, and for those you serve is the root of success for a soulful leader.

Do you fully believe in yourself and your ability to create what you desire? **Be honest here:**

If so, how do your actions prove that you believe in yourself?

If you don't fully believe in yourself, what are the fears/reasons/stories coming up?

Now consider, *Is it possible these are limiting beliefs and false stories? Is it possible these are judgments you are making against yourself?*

If you believe in yourself fully with no second guessing, what would that make available to you?

When you reflect on the questions above, do you fully believe in yourself? If not, why? Go deep, and journal it. You're invited to share these reflections in our next call. To understand the belief patterns (known or unknown) that exist and to receive support in transforming them, it's helpful to share what you uncover and receive guidance to transform those limiting beliefs.

BELIEFS ABOUT YOUR BUSINESS

Let's continue examining beliefs that may be limiting your growth. Sometimes people get confused about whether their challenge is a belief or a process. The challenges/excuses/self-judgments can sound like these statements below.

Do you find yourself thinking, feeling, or saying any of these things?

- "People will think I have a big head if I go for my business goals."
- "I don't need that much money."
- "I want to help people, but I feel bad charging more."
- "Successful people are money-hungry."
- "People will look at me differently if I become too successful."
- "Money is evil."
- "Who am I to do this?"
- "I want to be affordable."
- "That's too big of a money goal."
- "I'm having a hard time getting clients as it is, so how could I ever raise my rates?"
- "I'm burned out and working too much as it is, so I could never grow."
- "Times are hard, I don't want to contribute to people's challenges by making it hard for them to pay me."

When people are struggling to grow a sustainable, flourishing business, it's often rooted in one of these areas. Consider each of these and identify if you are struggling with any. This will help reveal where your next opportunities are to move through what could be a limiting belief or an action or process that can be improved in your business.

- **Lacking confidence in oneself:** Are you being held back by how *you feel* about yourself?
- **Lack of clarity about where you want to take your company:** When people say they don't know what to do, sometimes it's because they don't know where they want to go. If you know where you want to go and why it matters, you are less likely to fall into other traps. When you are clear in your mission, you're less likely to be held back by the fear or noise of other people's judgments or opinions, because you'll have greater clarity and confidence in your own vision and where you are headed.
- **Lack of strategy for achieving those goals:** If you know where you want to go but don't know HOW you may need more strategy support. We go more deeply into strategy and support the how-to execute marketing in our Soul Seed Awakening program, and we'll dive more into it in module three of this program.
- **Insecurity about the value of your work/offering:** If you feel insecurity about the value your work provides, it may be because you haven't done enough of the service/offer yet or have not yet taken time to interview clients to understand the value they feel your service has brought them. Have you paused to reflect on the value your services have delivered in your clients' lives (interviewed them)? Do you understand the emotional impact your work has? Are you allowing that in? Remember, people pay for value.
- **Lack of understanding about the key outcomes you deliver:** Have you taken time to define the key outcomes that people receive/experience from working with you/your services? It can be easier for product-based businesses to define what a client receives, such as "invest XYZ and then receive ABC product." If your work is transformational in nature or "less visible to the eye" it's going to require a deeper examination of the emotional and tangible benefits to your customers' lives.

- **Making the mistake that pricing is the most important driver.** Remember, brands sell value. If someone truly wants the outcome of what you offer, and they want the experience with your brand, they will invest in it. Not everyone may be able to "afford" what you offer. You have to decide what you are setting your pricing based on.
- **Failure to realize pricing too low can attract "problem" clients:** Sometimes people think pricing something lower will entice more people to buy, however, sometimes this causes a business to fail as it doesn't generate enough revenue to cover the time/energy/expenses required to deliver the desired outcomes. Assuming you're delivering a quality service and you're marketing and selling in an energetically clear way in integrity, your ideal clients will pay for the value; price alone will not be the driver.
- **Vagueness about the service itself:** If you are wishy-washy about the terms of the agreement or the outcomes delivered, people will lose confidence in investing in it. It's important to be clear on the scope of work, payment terms, and the goal (or promised) outcomes.

THE BELIEFS CIRCLE



BUSINESS PRACTICES ASSESSMENT

On a scale of 1-10 consider each area. Use the space to document what is working, and for any that require more attention, use the space to document your commitments to action and improvement.

1 = Have not addressed this/struggling/need help and attention on this

5 = Work in progress/room for improvement

10 = I have done the work on this and feel great/it's working/mastered it

RATING

PERSONAL CONFIDENCE IN YOURSELF: feel confident in your ability to lead yourself toward accomplishing what you desire.

RATING

CLARITY OF VISION: you have a vision for the future and what success will look like 1 year from now.

RATING

STRATEGY FOR GROWTH: you have a strategy for how to achieve the goals you've set and you're prepared to make the time/energy/financial commitments to implement that strategy.

RATING

UNDERSTAND THE VALUE DELIVERED TO CLIENTS: you've interviewed clients/documentated the value that clients have expressed to you about your services/offers. If you don't yet have customers you can draft what you perceive the value will be in their lives.

RATING

UNDERSTANDING KEY OUTCOMES DELIVERED: you've interviewed clients/documentated the outcomes they experience in their lives/businesses as a result of engaging in your services and you're engaging this language in your own marketing.

RATING

CLEAR IN WHAT THE SERVICE/SCOPE/PRICING IS: when you work with customers there's a mechanism (contract) that defines what the service is and you have a process for receiving payments in a timely manner

HIDDEN COMMITMENTS

Want + Commitment are not always in alignment, because we have hidden commitments that we may not be conscious of, like:

- "Stay small"
- *To not become bigger/more successful than (insert loved one who you are committed to not outgrowing)*
- *A commitment to make others happy at all costs to your health/happiness*
- *A commitment to be "liked" at the cost of being who you authentically are*
- *A commitment to "play it safe" (which is also likely a false belief), which holds you back from stepping into things that your soul is calling you toward*

"What got you here won't get you there."

It's important to understand which pieces you carry with you and which pieces no longer serve you that you may desire to release or leave behind. This can include behaviors, patterns, or relationships.

REFLECTION

When you say you want something but don't take actions in alignment with that, it means that you have a hidden commitment to something else.

As you've been reflecting on your vision and **what you SAY you want**, what are you learning about what hidden commitments you might have?

Where are your WANTS not aligning with your outcomes? For example, are you saying you want to grow a following but you avoid showing up online? Are you saying you want to grow with a team but are avoiding hiring? Are you saying you want to grow in other ways but are avoiding receiving help or guidance? Do you want to make more money but are avoiding making offers or raising prices?

What commitments no longer serve you, and **what is the new/different COMMITMENT** you are making instead?