

MODULE 1: IDENTITY

What do I really want?

Who do I have to become?

Key Focus Areas

- Best-Self Identity
- Vision
- Values
- Beliefs
- Commitments
- Brand Identity

Best Self Identity

- Focus on the INSIDE first.
- **What do you really want? Who do you have to become to create the results you desire?**
- Goal: Step into the most powerful version of yourself that's **already inside you**. The real, authentic you without the stories and limitations holding you back. YOU at your core.
- Who you are and how you see yourself impacts what you do, how you show up for your clients, and your ability to fulfill your purpose
- Paint a vivid image of the person you have to become, and step into this NOW.

Vision

- What does an ideal, perfect day as your best self look like?
- If you were already showing up as the best, most powerful and fulfilled version of yourself, and attracting the results you wanted... what would you be doing differently?
- Create a vision for your life and what it will take to create the life and business you want. Step into that vision and make it your reality NOW.
- Action Step: Answer questions on next slide and write out your perfect day from beginning to end, in full detail (see worksheet)

As your best self...

- **What are you doing?**
- **What are the top 3 emotions to describe how you feel on a daily basis?**
- Who do you surround yourself with?
- What results and successes are you experiencing?
- **What are the thoughts & beliefs that influence your actions?**
- What problem do you solve in the marketplace? For who?
- What is your morning routine?
- **What results are you delivering for your customers & clients?**
- Who are you learning from, modeling or have as mentors?
- What skills have you mastered to elevate your game?
- **What is the message you're sharing with the world?**
- How does your life outside of business look? (Body / Health / Relationships, etc)

Values

- What are the values that shape your life, and allow you to crush your goals while staying in alignment with the best version of yourself, and your life's purpose?
- **“Change your values, change your life”**: The order of your values will determine how you feel, your level of success and fulfillment, the actions you take, and ultimately the results you create
- Getting clear on what you value the most will allow you to select a business model that's best for you, your lifestyle and goals
- Example: **Freedom, Fun and Adventure** —> Would not be fulfilled running a one-on-one coaching, or service-based business that takes up your time
- Select your top 3 core values that embody your life, and put them in order of importance to you. Make decisions in your business, messaging and branding based off your values.
- *See list of values in the worksheet for this video.

Beliefs

- For you to become the person who creates the results you desire, you must first change the beliefs you have about yourself and your abilities.
- It's not about learning more, or doing more... it's about removing the stories, and layers of doubt and self-limiting beliefs that hold us back
- What are the stories you currently tell yourself about why you can't get your message out, and build your brand the way YOU want to? What are the beliefs currently holding you back?
- "Is it true?"
- Create new powerful beliefs and 'truths' about yourself that allow you to step into your new identity
- When you can breakthrough the stories, limitations and internal fears - you'll find true freedom

Create at-least 3 powerful “I Am...” beliefs that you will hold true to.

“I am _____”

Example:

- * I am someone who consistently up-levels in all areas of my life.
- * I am someone who shows up as my most powerful & authentic self in everything I do.
- * I am someone who delivers massive value to my audience, knows my worth, and therefore gets paid what I deserve for it.

Commitments

- What new commitments do you have to make to yourself to ensure you stay in alignment?
- What's one thing that if you committed to doing consistently over the next 30-90 days, would have the biggest impact on your life, business, and mission?
- What are new habits, routines and rituals that will allow you to get into flow, feel powerful and achieve your goals?

Commitments

- Examples:
 - Practice gratitude daily (3 things you're grateful for)
 - Wake up early
 - Create new valuable content/insights for your tribe every day
 - Green smoothie
 - Pomodoro timer technique
- BONUS: Develop a powerful morning routine that includes creating space and working on your inner game (meditation, journaling, gratitude), fitness (gym, cardio, walking), and feeding your mind (reading, audiobook, podcast)

Figure out when you're most productive and creative during your day. Schedule blocked periods of focus during that time

Brand YOU

- Personal branding starts from the inside out. Allow your identity, core values, beliefs and the vision you've created for yourself and others to shine through your work.

To tap into your authentic voice... have clarity around, and intentionally craft your messaging and branding to answer these questions:

- **Who are you?**
- **What do you do? Who do you help?**
- **What do you stand for? Stand against? Care about?**
- **WHY does your work matter?**