

IDENTITY

Identity: Areas Of Focus

1. 'Best Self' Identity

2. 'Personal Brand' Identity

Best Self Identity

- Who are you?
- What do you really want?
- Who do you have to become?

Best Self Identity

- Focus on the INSIDE first.
- This powerful version of yourself is **already inside you**. The real, authentic you, at your core, without the stories and limitations holding you back.
- Paint a vivid image of the person you have to become, and step into this NOW.

Best Self Identity

- 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?
- What does an ideal, perfect day look like?

As your best self...

- What are you doing?
- **What are the top 3 emotions to describe how you feel on a daily basis?**
- What results and successes are you experiencing? How do you celebrate?
- What problem do you solve in the marketplace? For who?
- What matters to you the most?
- **What results are your customers & clients experiencing?**
- What do others compliment you on, and give you praise for?
- In what areas do you spend most of your time?
- **What is the message you're sharing with the world?**
- How does each key area of your life 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 your best self?
- **“Change your values, change your life”**: The order of your values will determine your levels of success and fulfillment when achieving your goals
- Example: **Freedom, Fun and Adventure** —> Would not feel fulfilled running a one-on-one coaching, or service-based business that takes up your time
- Select your top 3 core values and put them in order of importance to you.
- *See list of values in the worksheet for this lesson.

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

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

- Some examples of my commitments:
 - Practice gratitude daily (3 things you're grateful for)
 - Wake up early and hit the gym
 - Drink a lot of water
 - Add value to the marketplace daily
 - 30 minutes reading from a personal dev. or marketing book
- Focus on what's best for YOU, and will allow you to show up as your best self - with energy and passion.

Outcome (For Yourself)

- What do you really want? (Clarity is power)
- What does success mean to you? How will you know when you're successful?
- What has to happen for you to feel: successful? fulfilled? happy with your progress?

Outcome (For Others)

- Create a vision that's bigger than you
- What change do you want to see (and create) in the world, through sharing your gifts and message?
- What is the breakthrough / transformation you want others to have, as you share your gifts and expertise with them?
- Who will they BECOME?
- What are the top 3 emotions & feelings you want them to experience?
(Ex: feel fulfilled, authentic & powerful)

PERSONAL BRAND IDENTITY

Personal Brand Identity

- Who are you?
- What do you do?
- Why?

Who are you?

- What are you passionate about?
- What are your core Beliefs?
- Philosophies and unique perspectives? (stand for? stand against?)
- What are the top 3 values of your brand
- *Lead with YOU to attract and serve your true tribe

Who are you?

- If you were about to get on stage to speak at a conference with 500 of your ideal clients and people in your industry you admire and respect...
- How would you want to be introduced?
- What would you want to be positioned as the expert of?
- What's the one thing you'd want people to remember about you?
- *Create this positioning NOW. Once you are clear on what you want to be known for, be intentional about it in all your marketing and messaging.

What do you do?

- What is your area of focus?
- Who do you help? What do you help them do?
- What do people come to you for help with?
- **What is the big problem you solve, or transformation you provide for them? (result of the result)**

WHY?

- Why does this matter to you?
- Why do you feel called to:
Do what you're doing?
Share your message?
Help the people you work with?
- Why should anyone care? Why is this relevant to them?

The Formula

- Your personal brand needs to be:
 - Authentic
 - Purpose Driven
 - Consistent
 - Intentional
 - High Quality
- Remember this formula:
“I help _____ do _____ so they can _____”