

LESSON

3

Develop a Personal Brand

1.3.1 Written Exercise: List the ways in which you've sold out, settled for less, or compromised your integrity in your business, either now or in the past:

1.3.2 Written Exercise: What about the flip-side? Tap into instances in your business life where you've felt alive and vibrant—fully self-expressed. Everything you did just flowed. Draw on all of your senses. What was happening at that time that made you feel so alive?

1.3.4 Written Exercise: Start with a few situations (fairly comfortable ones) in which you could practice speaking from a bolder and more self-expressed place.

1.3.5 Written Exercise: Write down a few more situations (that seem a little more difficult) that you'd like to work up to speaking more boldly about.

1.3.6 Written Exercise: Identify one of your most important intentions as it relates to your business.

Example: I intend to book myself solid.

1.3.7 Written Exercise: Take a good hard look within to see if you can identify any potentially conflicting intentions for the intention you identified. These are likely to be subconscious and more difficult to identify, and they are nearly always fear based.

Example: If I book myself solid I won't have time for myself. Or, in order to book myself solid, I'll have to promote myself, and self-promotion will make me feel pathetic and vulnerable. Or maybe you want to book yourself solid but you *think* self-promotion is unappealing.

1.3.8 Booked Solid Action Step: Identifying and acknowledging your conflicting intentions is the first big step in releasing them. Awareness is key, but not always enough to prevent conflicting intentions from affecting and blocking our positive intentions. The next step in the process is to identify the underlying fears. Once you've identified them, you can begin to take steps to relieve them.

For this step, it's critical that you very carefully choose one or two sincerely and highly supportive friends to share your new insights with. They must be truly supportive and willing to help you change. Often as we begin to make changes in our lives, whether business or personal, some of our most dearly loved friends and family can feel threatened by the process of change. While they may consciously want you to be successful, they may have their own subconscious conflicting intentions and be highly invested in wanting to maintain their own comfort zone by keeping you in yours. These are not the folks you want to ask for help from to do this exercise.

Share the intentions and their conflicting counterparts with one or two others and ask your friends to help you in recognizing whether these are genuine concerns or unfounded fears. Then brainstorm ways to address the problems.

While you can take this step on your own, we're often too close to our own fears to see them clearly. Having a supportive friend, mentor, or professional coach who has a bit more objectivity than we do can help put them into perspective.

1.3.10 Booked Solid Action Step: Send an email to five or more people (include friends, family, clients, neighbors, and acquaintances from all the different aspects of your life)

- Ask them to provide you with your top five personality traits or quirks.
- Ask for fun or unique experiences they've had with you.
- Tell them to be brave and not to be shy.

1.3.11 Written Exercise: Start with the basics. Keep it simple and straightforward. Refer to your target market from Chapter 2 of Book Yourself Solid. The first time around, just come up with something accurate and clear for now — make sure a five - year - old can understand it. List as many possibilities as come to mind.

- What is your *who and do what* statement?

- Whom do you help and what do you help them do? Finish this statement, “I help...”

Example: I help . . . service professionals get booked solid. (Or, for the five-year-old, “I help the store sell more stuff.”)

1.3.13 Written Exercise: Keeping the above in mind, craft a minimum of three possible *why you do it* statements.

1.

2.

3.

1.3.14 Booked Solid Action Step: If your *why you do it* statement is not immediately and easily identifiable, get together with a group of supportive friends or associates who know you well and ask them to brainstorm it with you. It's often the things about you that are most natural and that you don't even recognize that become key elements of your *why you do it* statement. Having some outside input and a few more objective perspectives can make all the difference.

1.3.15 Written Exercise: Craft three to five possible taglines that represent and demonstrate your current favorite *why you do it* statement.