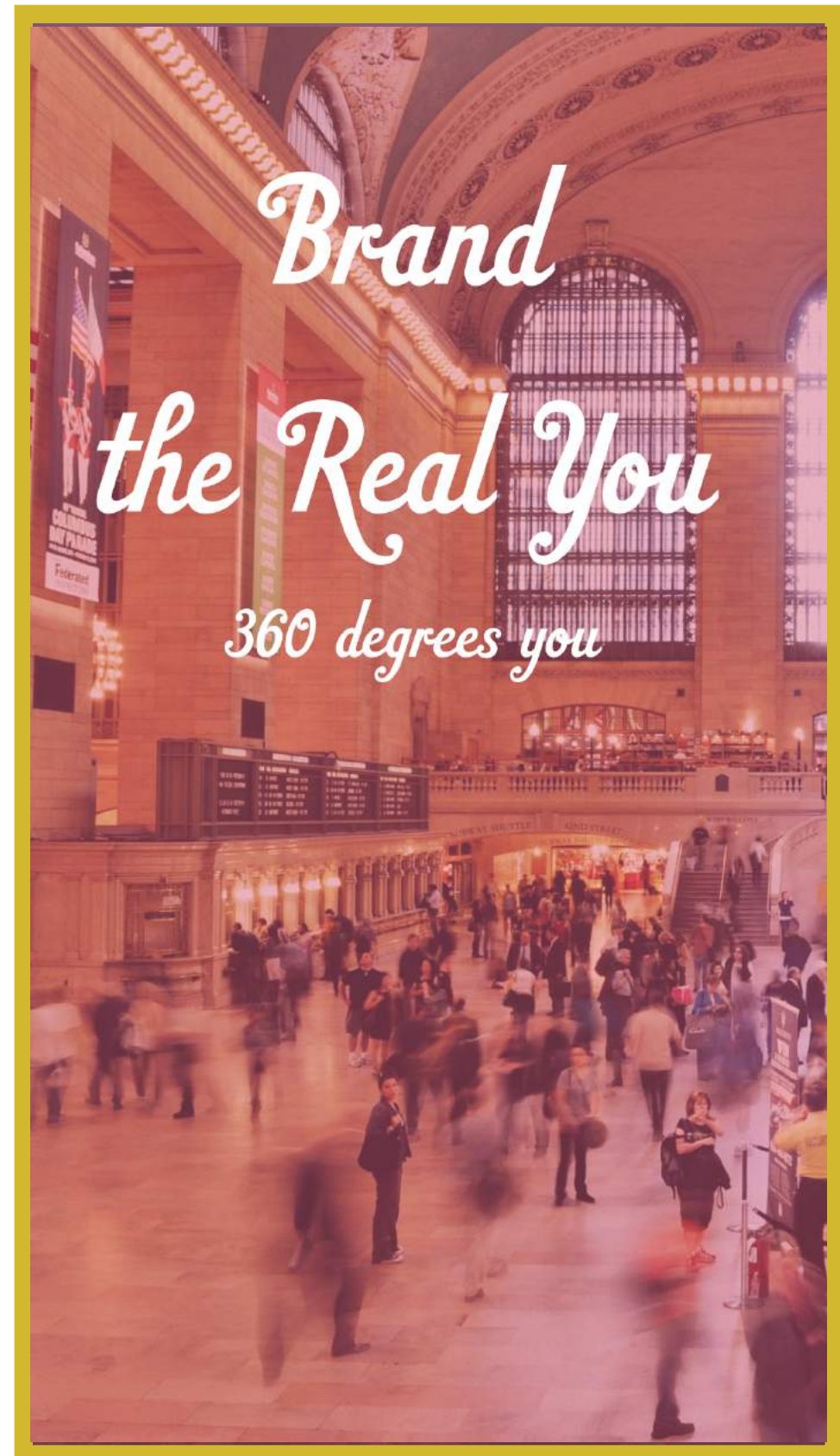


Brand the Real You

WORKBOOK

Part 3 Others about you * and
your unique business culture *



360 degrees of you

Watch the video and read the Text of '360 degrees of you' before you do this exercise

Your Questions & conversation starters

1. If you are in my company, how do I make you feel?
2. When you think about me, what is the feeling that comes up?
3. If you think about me: what is the first thing you hear/see/do?
4. When you look at me, what do you see?
5. What do you think YOU see, that I don't see (yet)? "what do you feel I take for granted".
6. Give me one example (or more) in which I made you feel happy/content/comforted/loved.
7. What is the One Thing you think I should change - or let go off - that will help me reach my goals?
(Ask the right people. Follow your own heart, soul and mind + gut!)

Who to ask?

1. Your inner Circle
2. Acquaintances
3. Your (trusted) peers
4. Clients
5. Your old school/study friends
6. People who know only 'a segment' of you.
(the dog club, school mothers, the choir etc.)*
7. Former work colleagues
8. Your team
9. Your business friends (the ones who REALLY know you)
10. Everyone whose face pops up in your mind's eye while you're reading this.

Who to look for?

1. Things that make you feel uneasy or annoy you (compliments!! Journal on them!) (why? Do you accept it or do you think it's a load of crap *sorry ;-)*
2. Things you hear that bring you joy.
(why? What is the reason it brings you joy?)
3. Great quotes (listen carefully for them. You might even tape your meeting and listen to it later *with a wide open mind - as if they were talking about someone else*)
4. That feeling of inner resistance when someone says something and you go: "What?? No, that's nothing special? Seriously. Get out of here."
Imagine hearing church bells chiming, because Ding Dong Your Gold is in there!
5. Make a list of everything you heard. Look for patterns. If 10 people tell you: "You make me feel secure" accept it!

360 degrees of you

Next steps

1. Go through your notes and look for quotes and text snippets that you will share.

HOW

Take a selfie and add a quote like:

“Every time I see you my heart goes swoosh! You simply make me feel like I can do it”

(or something like that :-)

Share on social media and the group. Don't be afraid to 'overshare'. Repetition is queen.

Keep sharing. It's time the world learns more about you.

2. Go through all your notes with the finest comb you can imagine and find what makes you stand out, special, unique. Write that on a paper - where you can see it - because all that gold needs to become visible in your brand!

3. Get your implementation sheet and write it down (including the 'done' dates!)

4. Important: this assignment is NOT a 'Who could I be if only I'd had one more degree, lost 1 kilo, painted my hair, changed my work office, earned 100K more ... ' action.

This is about you NOW at this moment, with this bank account, this body, mind, uniqueness! Accept that you already got everything you need.

Leverage the Unique Culture of your Business

Watch the video and read the Text of ‘the Culture if your Business” before you do this exercise

WHAT DOES YOUR BUSINESS DO

HOW DO YOU DELIVER IT

**WHAT IS UNIQUE
ABOUT YOUR
BUSINESS**

Leverage the Culture of your Business

1. HOW, WHERE and in WHAT FORM (video, social media blog posts etc.) do you share the uniqueness with your audience. Where can your soul client see (and feel) the uniqueness of your business?

2. Make a list of places (linkedin, facebook, BNI groups, business groups etc)

3. Make a post that reveals something of your Unique Culture.

For instance

- A. Image of your hand writing a card

- B. Text ' I love writing personal messages to my clients. I know they love receiving my cards and it brings me so much joy to see the cards next to their computers! Real connection is so important for my way of working!'

Use your own words, share your power and uniqueness with the world!

(and afterwards share it in the group!)