

welcome to day 2 of

Personal Brand

creating
a

TIMELINE

CLEAR PATH

FOCUS & EMOTION

Everything you *think* about *yourself*
will *impact* the
SUCCESS
of this *business*

WHEN A CHILD GROWS UP WITHOUT
self worth

THEY STRUGGLE TO FIND THEIR OWN
goodness and *self power*.

THIS CHILD GROWS UP SEEKING VALIDATION
that they're *good enough*.

YOU KNOW A PARENT CANNOT TEACH
what it *does not have*.

PERSONAL POWER IS

**THE ABILITY TO BUILD SELF-CONFIDENCE AND
ACHIEVE YOUR GOALS.**

**TO ASK FOR MORE BECAUSE YOU'RE WORTH
MORE.**

CONFIDENT PEOPLE ARE MAGNETIC;

**THEY DRAW PEOPLE, OPPORTUNITIES AND
CONNECTIONS TO THEM.**

goodness IS A *euphemism* FOR
GOD

thank *goodness*.
you were born *good*.

FINDING YOUR *personal power* MEANS

reclaiming control OVER YOUR LIFE,

OWNING YOUR *strengths and weaknesses,*

AND *stepping into* YOUR *authentic self.*

**IT'S ABOUT RECOGNIZING THAT
YOU HAVE THE ABILITY TO**

make choices,
set boundaries,
and create the life you want.

WHEN YOU FIND YOUR POWER,

YOU NO LONGER WAIT FOR
PERMISSION or **VALIDATION**

YOU BECOME THE DRIVER OF YOUR
DESTINY BECAUSE YOU ARE
CREATING IT!

**FINDING YOUR GOODNESS IS ABOUT
RECONNECTING WITH YOUR INNER WORTH
AND RECOGNIZING THAT
YOU ARE VALUABLE JUST AS YOU ARE.**

your goodness isn't tied to what you do;

**IT'S ROOTED IN WHO YOU ARE,
WHO YOU REALLY ARE INSIDE YOU.**

I AM *good*

I AM *powerful*

**WHEN YOU COMBINE YOUR PERSONAL
POWER WITH YOUR GOODNESS,**

you unlock your true potential.

**YOU STAND STRONG, GUIDED BY SELF-BELIEF
AND FUELED BY THIS KNOWLEDGE YOU DON'T
NEED ANYTHING**

you have everything inside you.

THIS IS A FULFILLED LIFE, WHERE YOU

act with confidence,
live with purpose,
and radiate the strength and light

THAT ONLY YOU CAN BRING TO THE WORLD.

Because you are valuable.

THEN YOU NOT ONLY *shine* YOU BECOME A *light*.

LET'S LOOK AT THE
timeline TO A

6, 7 and 8-figure business

how long will it take to *change*?

to *build* an income?

how strong is your

vision?

clarity?

connection?

your products?

THE TIMELINE EXPANDS WITH AWARENESS

IT ACCELERATES WITH

positive focus / vision,
clarity and connection

PERSONAL BRANDS ARE TYPICALLY
6-OR 7-FIGURE BUSINESSES.

MOST BRANDS, WHEN THEY FIRST START,
STRUGGLE TO REACH 6 FIGURES — **I DID.**

6 figures is \$100,000+
7 figures is \$1,000,000+

COMPANY BRANDS ARE TYPICALLY 7 OR 8-FIGURE BUSINESSES

7 is \$1M+ and 8 is \$10M+

COMPANY BRANDS HAVE business partners, staff,
or virtual infrastructure

THEY ARE OFTEN BUILT TO GROW AND SELL

The reason it's hard for *personal brands* to reach

8 FIGURES

is that they need a *growth structure* around them.

- YOUR INCOME WILL GROW IN
increments

- YOUR BUSINESS WILL GROW IN
increments
because your

- CONFIDENCE & SELF VALUE WILL GROW
increments

YOU WILL START SEEING EVIDENCE.

IT STARTS TO FEEL GOOD,

YOU LOVE DOING IT,

YOU HATE YOUR DAY JOB.

**YOU GET CLEARER VISION EVERY DAY
AROUND WHAT YOU WANT.**

THE PATH IS RISING TO MEET YOU.

YOU'RE TAKING ACTION.

YOU'RE SPEAKING IT OUT.

THIS REINFORCES YOUR TIMELINE

THIS GIVES YOU A SENSE OF SELF WORTH

ADD MORE CONNECTION,

ADD POSITIVE FOCUS EVERY DAY,

ADD MORE VALUE.

MORE CONFIDENCE COMES.

MORE JOY

WATCH
THIS
TIMELINE

skyrocket

YOUR LONG VISION FOR THIS BRAND MIGHT BE

an *8-figure* company

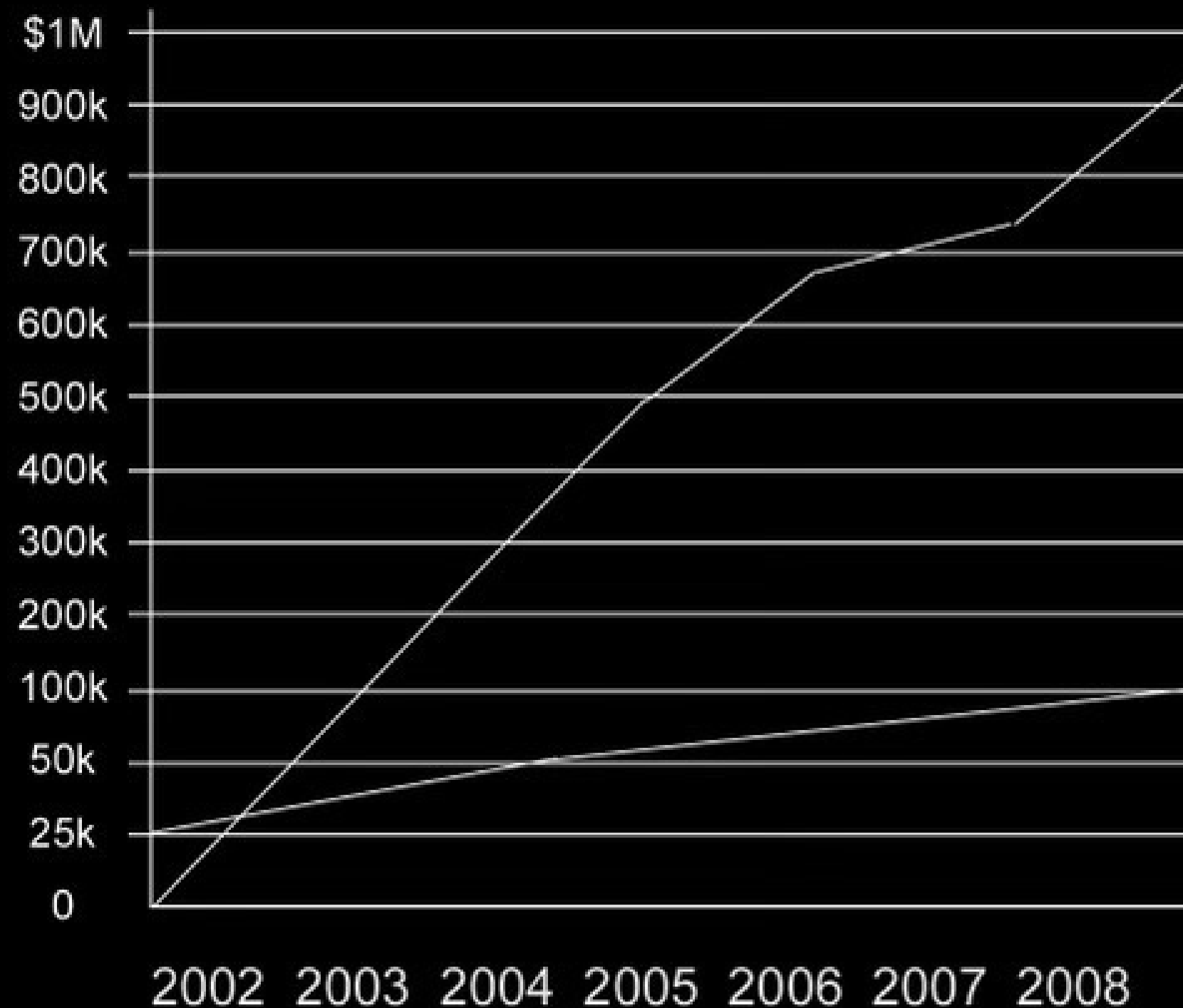
BUT YOU HAVE TO DO

6 and 7 *first*

• look at my
increments
of growth

COMPANY BRAND: YOU Photography & Makeup Studio

Physical service + Physical product



- 920K GROSS
- BIG OVERHEADS
- COMMERCIAL LEASE
- BUSINESS PARTNER
- 8 STAFF

NOTE: 0 - 500K GROWTH
I learned to create an offer of value
I learned to create an Experience
I learned to sell

PERSONAL INCOME 50 - 100K
15 HOUR DAYS / BURN OUT

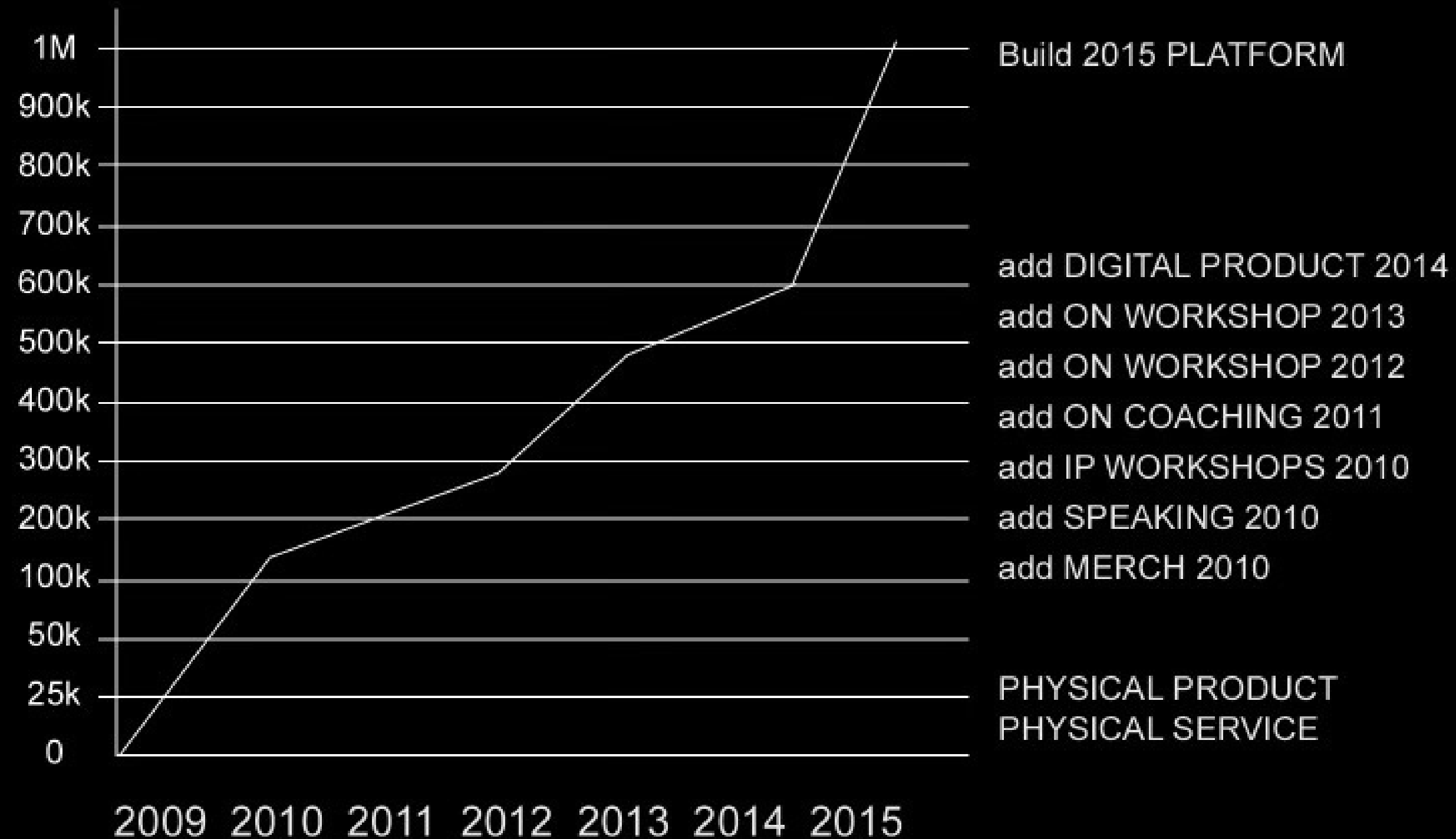
franchise - online education

2009

rock bottom

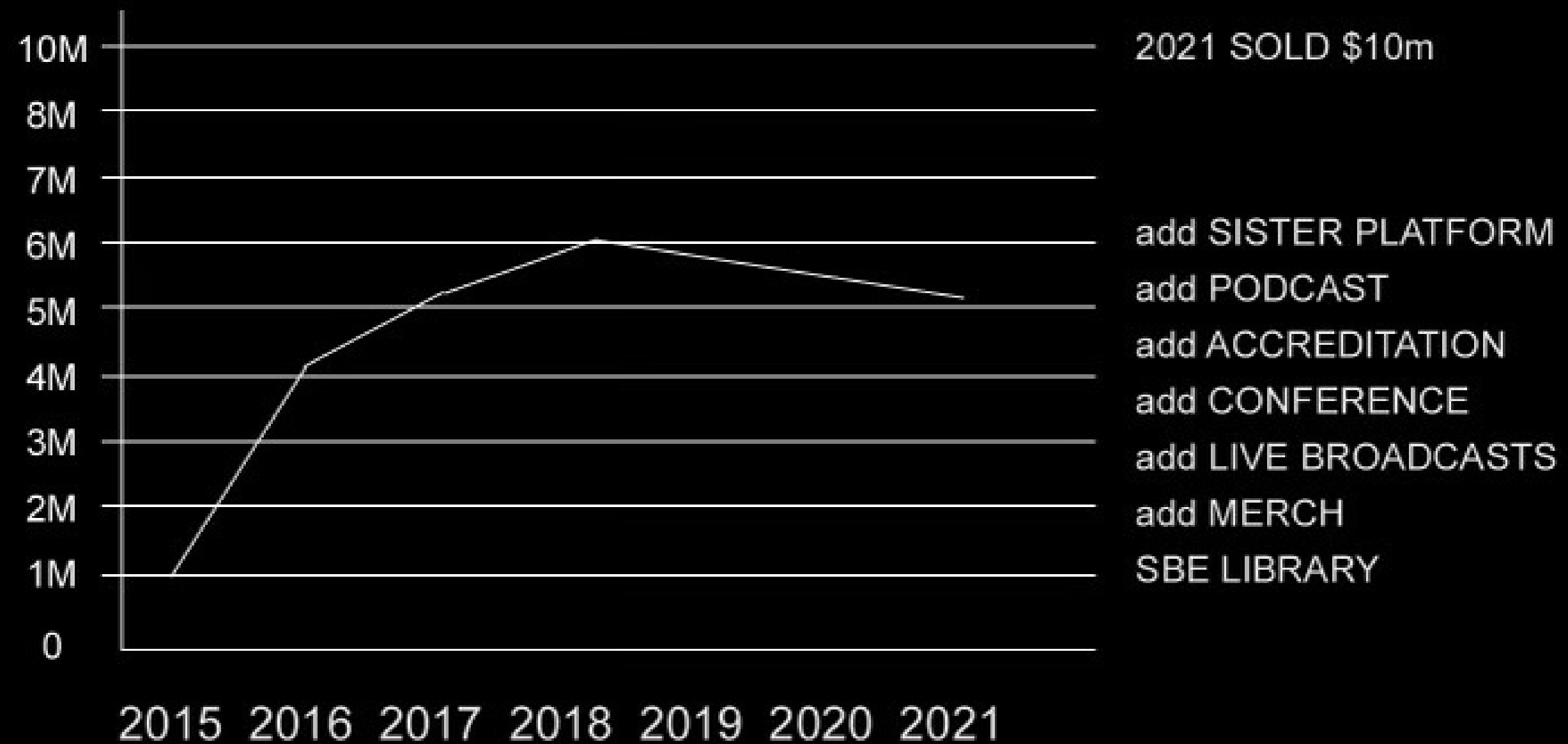
PERSONAL BRAND: Sue Bryce Photographer, Speaker, Educator

Physical service + Physical product + Digital Service + Digital Product



PERSONAL / COMPANY BRAND: Sue Bryce EDUCATION

Physical service + Physical product + Digital Service + Digital Product



redefine goal setting | manifestation | creation | alignment

this is creation energy

I WANT IT - THOUGHT - *clarity*

I SEE IT - VISION - *certainty & conviction*

I SPEAK IT - TRUTH - *authenticity*

I LOVE IT - CONNECTION - *commitment*

I DO IT - ACTION - *momentum*

I FEEL IT - HONOR - *connection*

I RECEIVE IT - GRATITUDE - it's for *me*

how much of this
ENERGY
are you applying to

YOUR INCOME / FINANCES?
YOUR RELATIONSHIP?
YOUR FAMILY?
YOUR FRIENDSHIPS?
YOUR BUSINESS / CAREER
YOUR STRENGTH & FITNESS?
YOUR HEALTHY & WELLNESS?
YOUR SELF CARE?
YOUR BODY IMAGE?
YOUR MENTAL HEALTH?
YOUR HOUSE?

WHEN YOU REALLY SIT IN THIS AND
CONNECT AND FEEL AND ASK YOURSELF

AM I FULFILLED IN THIS AREA?

*no focus,
no connection,
no energy.*

WHAT AREAS ARE YOU GOING TO

focus
pocus

OVER THE NEXT 8 WEEKS?

DISCIPLINE - WHY DO WE FAIL?

THE ECONOMY - **BLAME**

FEAR OF CRITICISM OR **REJECTION** / OLD STORIES

CAN'T ASK FOR **MONEY** / NO MONEY MANAGEMENT

SELF DOUBT & COMPARISON - STUCK IN **EGO**

LOSE **FOCUS** - **NOT** YOUR FOCUS / SOMEONE ELSE'S DREAM

OTHER PEOPLE NEEDED ME / CAN'T **PRIORITIZE SELF**

NO **SELF VALUE** - NOT GOOD ENOUGH - **SHAME**

old programming
(SOMEONE ELSE'S VOICE)

you have no discipline
YOU DON'T FINISH ANYTHING!

discipline

IF YOU HAVE TO *discipline* YOURSELF TO DO IT

you don't want it!

TO DO THE THING YOU LOVE

boundaries
AND *balance*

ARE THE GOAL - NOT DISCIPLINE

discipline yourself

TO MAINTAIN **BOUNDARIES** YOU'VE SET

TO MAKE TIME TO **CREATE**

TO BOOK VIP TIME FOR **SELF CARE**

TO SAY **NO** WHEN YOU REALLY WANT TO

TO **PRIORITIZE** YOURSELF

TO WAKE UP EVERY DAY AND **RECONNECT** TO WHAT YOU WANT

TO FIND THAT THING THAT **CONNECTS** YOU

TO FIND A WAY TO MAKE AN **INCOME** FROM IT

TO SAVE AN EMERGENCY FUND TO **PROTECT** YOUR INCOME

TO STOP **FOCUSING** ON WHAT YOU DON'T WANT

it's not *discipline*

and it's not *failure*

it's *choice*

WHEN YOU DON'T WANT TO DO SOMETHING
ANYMORE, BUT IT FEELS LIKE STOPPING MEANS
YOU'RE A FAILURE...

CHECK IN WITH WHO WANTED THIS FOR YOU
it's *not you*.

WHEN YOU LIVE SOMEONE ELSE'S
EXPECTATIONS YOU CAN'T SPEAK YOUR TRUTH.

it's not *your* truth.

PEOPLE PLEASERS ARE BULLIED,
THEY FEEL USED ALL THE TIME

they feel *massive resentment*

AND THE BEST PART IS **IMAGINE** THE PERSON
YOU'VE BEEN PEOPLE PLEASING GENUINELY
BELIEVES YOU WANT THIS.

that makes *you* the liar

authenticity
IS TRUTH

creating

IS ABOUT SHIFTING **FOCUS** - YOUR **THOUGHTS**
AND THEN **PROCESSING** THE **EMOTION** AROUND IT!

what I am focused on and *how*
I feel about it

COME BACK TO THIS:

this is creation energy

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I LOVE IT - CONNECTION - *commitment*

I DO IT - ACTION - *momentum*

I FEEL IT - HONOR - *creativity / gut instinct*

I RECEIVE IT - GRATITUDE - it's for *me*