



The Business Mastermind Bookclub

Your Homework Guides

I Am My Brand - Kubi Springer

Hosted By

Coach JJ



Certified Coach & Business Mentor

Equipping coaches and leaders to build lives
& businesses led by purpose.

The Man Who Thinks He Can

By Walter D. Wintle

**If you think you are beaten, you are
If you think you dare not, you don't,
If you like to win, but you think you can't
It is almost certain you won't.
If you think you'll lose, you're lost
For out of the world we find,
Success begins with a fellow's will
It's all in the state of mind.**

**If you think you are outclassed, you are
You've got to think high to rise,
You've got to be sure of yourself before
You can ever win a prize.
Life's battles don't always go
To the stronger or faster man,
But soon or late the man who wins
Is the man who thinks he can.**

**What Have You
Decided To Win?**

What Are Your Gremlins Saying?

Let's Do A Gremlin Check!

- 01.** What is the thought you are having?
- 02.** What feeling is it creating in your body?
- 03.** How long have you been feeling this way?
- 04.** Are you ready to go through the 5 steps?



The Steps

01.

Identify The Trigger

Think back to the point the negative thought started to loop. If you're not sure, listen to what you are saying to yourself. What scenario would bring this up? What was the situation? Who was involved?

02.

Check The Reality

Does the negativity loop represent reality - is what the thought is saying to you, sounding like a realistic representation of you? What has happened in your life that proves this is a realistic and accurate justifiable thought? Is there certainty? Is it a fact?

03.

Understand The Goal

Here I want you to consider what value you are getting from this thought? How is this thought serving you? If you realise this is not serving you then start thinking about how you want to feel.. then what sort of thoughts do you need to have in order to feel that way?

Separate The Thought

04.

This one can be difficult, it isn't something which we tend to do. It is almost like a visualisation exercise. Normally we just 'think' and accept what we think. But actually, we don't consider that our thoughts are happening in only one part of our body. When you consider this, you realise that you are not your thoughts.

05.

Redirect The Energy

When you are feeling any type of feeling it generates energy. Try shifting the energy into something positive like:

- Going to the gym
- Pampering yourself
- House chores
- Creativity
- Journaling



Let's Deal With The Gremlins

01. Identify The Trigger

02. Check The Reality

03. Understand The Goal

04. Separate The Thought

05. Redirect The Energy

What Is A Brand?



**An emotional connection
with its target audience**

- Kubi Springer

**What emotions do you want
your ideal clients to feel?**

List 5 descriptive and emotive words to describe your brand

1.

2.

3.

4.

5.

Choose the one most aligned/authentic to your brand

When you think of my brand, you will feel

Your Brand Audit Questions

What problem are you solving?

- **Is it still needed?**
- **Is the problem relevant?**
- **Is there still a need?**
- **What is your brand challenge?**
- **How does your brand deliver a solution to this problem?**

Where is the evidence that YOU are the one to solve this problem?

Who's already doing it?

- **Aspirational Competitors**
- **Direct Competitors**
- **Non-direct competitors**

Personal Brand Journey

Areas of Interests

- **Hobbies & Interests** - Things you have enjoyed doing and still enjoy to this date
- **Fun moments** - Experiences that have brought immense happiness to you
- **Down moments** - Experiences that were particularly painful
- **Defining moments** - Impactful experiences that have shaped who you have become
- **Lessons learned** - Key lessons that you have learned from the Fun, Down and Defining moments of your life.
- **Emerged beliefs** - Belief systems that you have as a result of the experiences (also could come from family, religious beliefs or wider culture)
- **Friendship Values** - Seen in friends and family that drew you close to them.

Now add your age and review