



# *A Brand Becoming*

A Study in Finding Your Personal Brand



# Lauren Westerfield

Founder of The Noble Fempire





# Something to Think About

*Lets define your superpower.*

What does the world see about you?

How do others tell you you are perceived?

What do you hide from the world?

What deep down do you know you are?

# A Personal Brand

Raw, authentic, vulnerable, multi-faceted, explored. It's a self that really makes you, you. Understand it. Embrace it. Use the pieces to make it the best you can. That is your you. And you are your brand.

After I understood mine, it became my superpower.

# A Definition Of A Brand

## **What you see:**

Face value.

How others perceive you in an instant.

A first impression.

## **What you're told:**

How others see you.

How they talk about you when they're away.

## **What you ARE:**

A deep knowing.

Passion.

The why of your life.

## **What you hide:**

Your shadow self.

What others may not know.

**So this is who I am.**

# My Art of Becoming

Becoming over the past year started with a notion of owning my own story and loving myself enough to brave through the journey and arrive at a destination I knew I was so worthy of. The heroine in this story was fulfilled not by the title she held or the companies she had served, rather was filled with the joy of a happy balanced, fulfilling life surrounded by those she loves and honors. *And the person she most loves is herself.*

# So Lets Build It

## *The Law of Aimlessness*

Unlike animals with their instincts to guide them, we humans have to rely upon our conscious decisions. We do the best we can when it comes to our career path and handling the inevitable set backs in life, but in the back of our minds we can sense an overall lack of direction as we are pulled away by our moods and opinions of others. Such drifting can lead to dead ends. The way to avoid such fate is to develop a sense of purpose, discovering our calling in life and using knowledge to guide our decisions. We come to know ourselves more deeply. We trust ourselves. Even in our moments of doubt, even our failures have a purpose to toughen us up. With such energy and direction, our actions have unstoppable force.

# Creating Your Personal Blueprint-CEO of Passionprint

This segment will describe creating a "Passionprint" which combines elements you love (passion work) and a roadmap to achieving success. This will also touch upon rebooting the definition of success and making plans that deliver. Think of this as a pro-forma to your passion work.





*NOBLE  
FEMPIRE*

**My Personal  
Blueprint**

I am a

---

**Character:**

**What is visible?** (List three characteristics)

---

---

---

**What I suppress**

---

**My Power Statement:**

---

**Life's Work:**

**What am I naturally drawn to?**

**What meshes with my nature?**

**What would you do if you weren't held back?**

**My Ideal Life:**

---

**Means to getting there:**

**Who?**

**What?**

**Why?**

**Success Looks Like:**

---

---

---

**Key Moments I Want to Experience:**

---

---

---



# Straighten Your Crown

## *Applying the Principle*

This is the point where we remember who we are, remember circumstances that we've been through and acknowledge that we are still whole. This is the point where we rev up and remember our Queens to straighten their own crowns through the power of thought, self-confidence and certainty. This is the fun part of the "glow up."



# Claim Your Power

Square yourself up, lengthen your spine, attach to joy, move forward and accept your wins with grace.

In order to find your north star, you have to be decided. So today, I challenge you to create your own blueprint and find the DNA to your personal brand and future life story.

***Challenge: Fill out your own mindful blueprint***

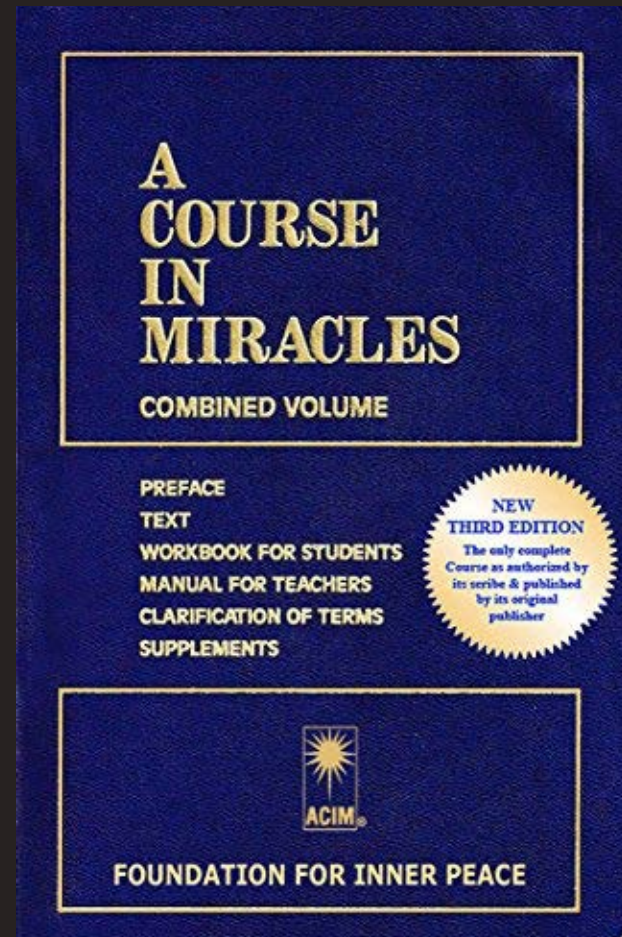


AMIYA

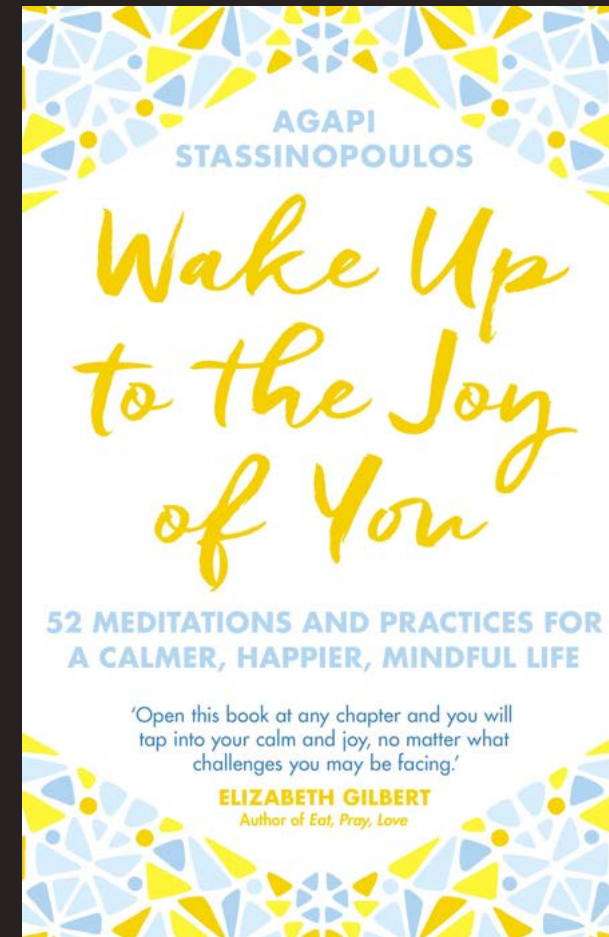
Q&A



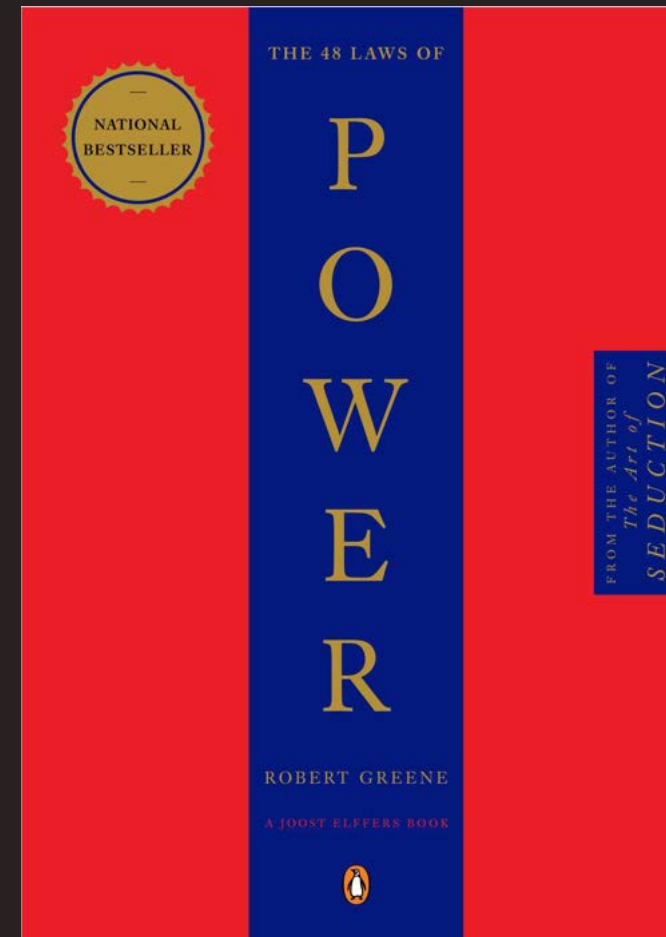
# Suggested Reading



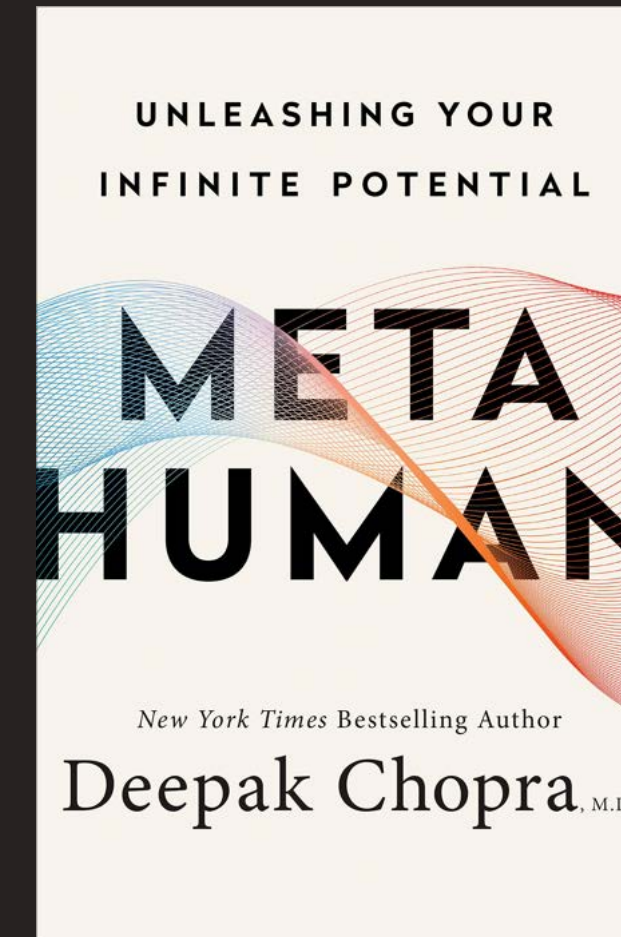
*A Course in Miracles*  
Foundation for Inner Peace



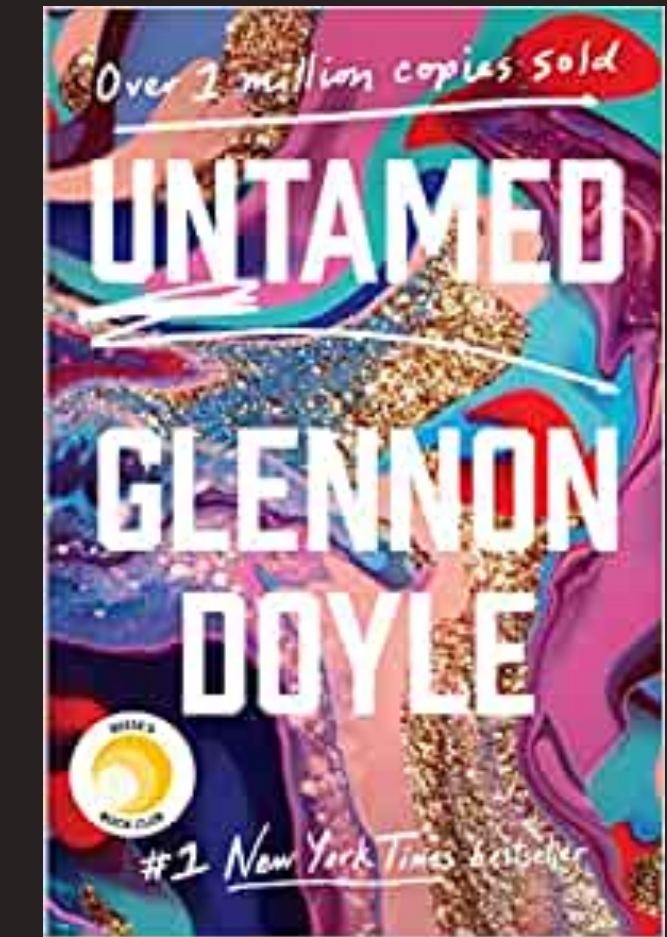
*Wake Up to the Joy of You*  
Elizabeth Gilbert



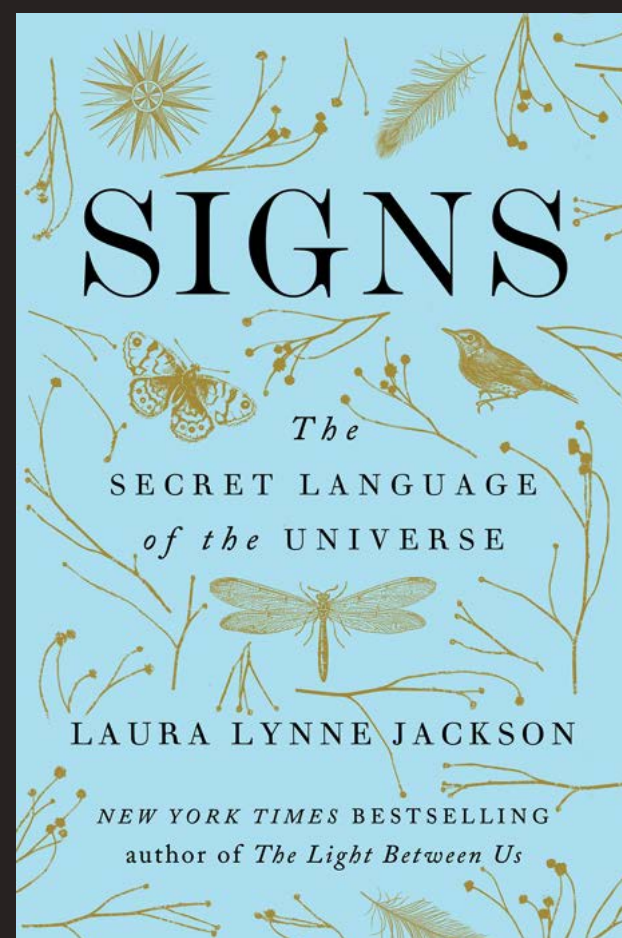
*The 48 Laws of Power*  
Robert Greene



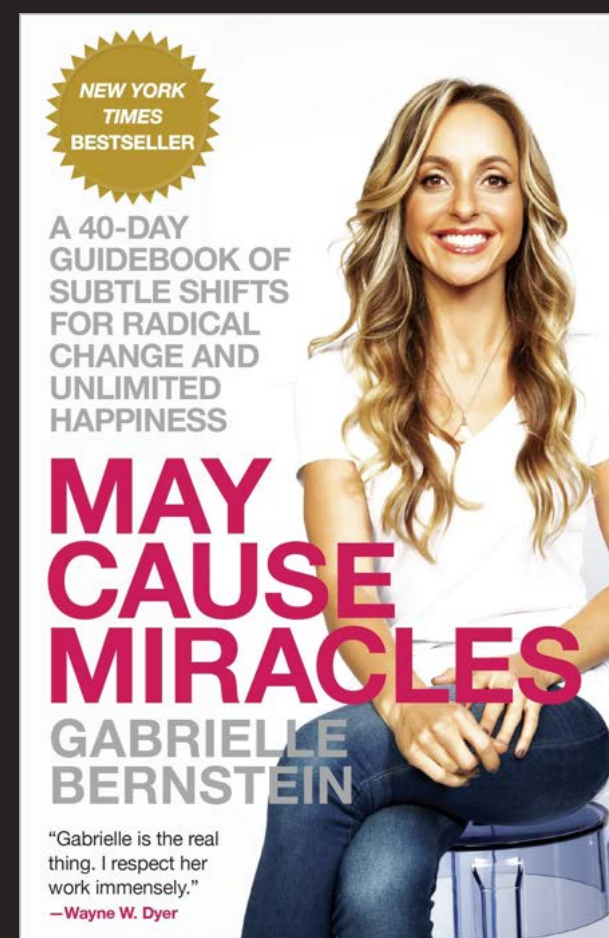
*Metahuman*  
Deepak Chopra



*Untamed*  
Glennon Doyle



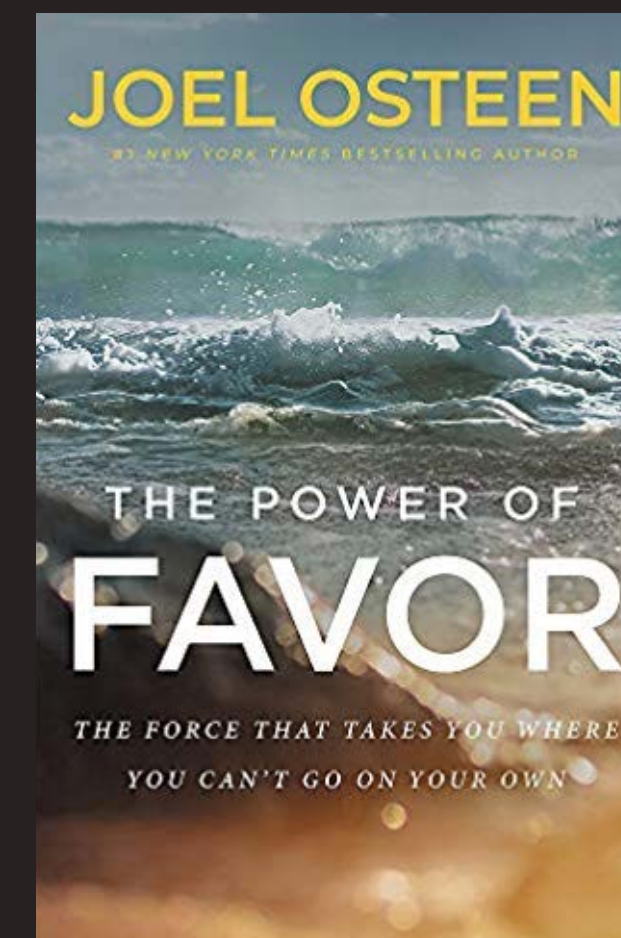
*Signs*  
Laura Lynne Jackson



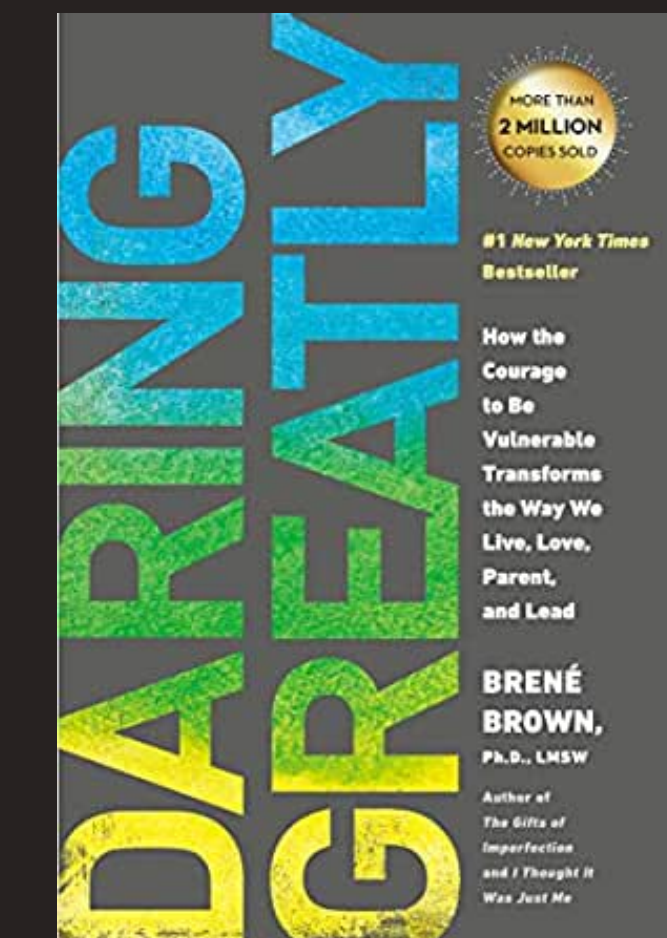
*May Cause Miracles*  
Gabrielle Bernstein



*Big Magic*  
Elizabeth Gilbert



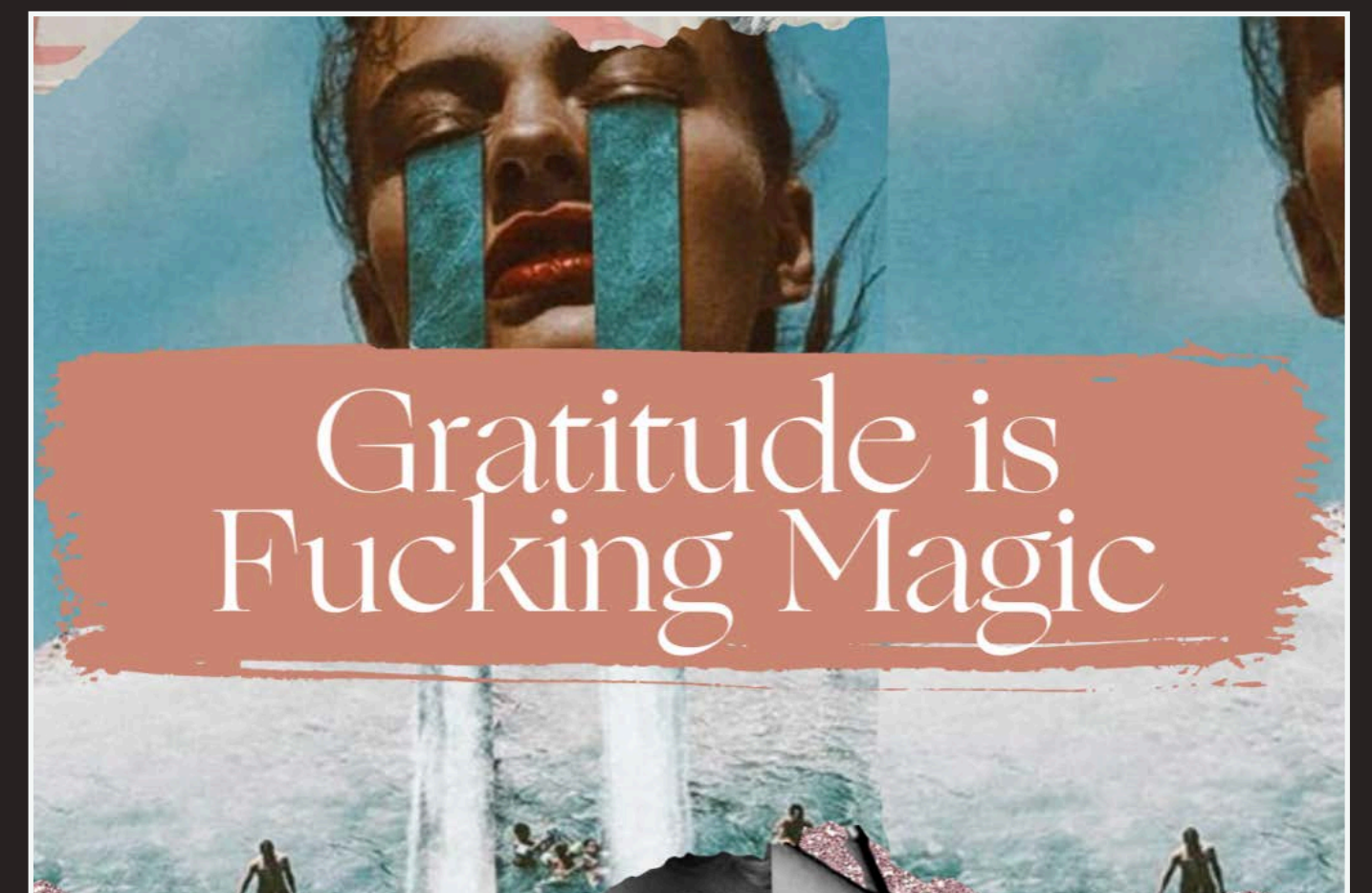
*The Power of Favor*  
Joel Osteen



*Daring Greatly*  
Brene Brown



# Noble Fempire References





# Connect



@noblefempire, @lo.c.boberg



/in/lauren-westerfield-2670b67a/



lauren@noblefempire.com



www.noblefempire.com

