



FOCUS QUEEN

BRAVE BUSINESS ACADEMY



Dear brave female entrepreneur,

Thank you for taking the quiz.

And welcome to my Brave Branding and Business Universe.

Here is your Workbook!

How to use the Workbook.

1. Read the description and feel if this really is your primary Business Persona, representing your thoughts and behaviours around building your business at this time.

We all have elements of each persona within us. You change all the time, your business changes and so does your relationship to the Business Personas.

When you go through this workbook and really do the work you will see that what once looked like a huge mountain, will become a distant memory. Seen it, done that, let's climb the next mountain! Fully understanding your unique power and energy will prove to be a complete change-maker! The struggle ends today.

We care deeply about our precious planet so we made it online fillable for you. You don't have to print it.

You have full access to all 5 workbooks here

2. Answer all the questions

Don't allow your workbook to perish somewhere between the other digital gold dust! This is the material I use to support my clients. And they thrive! I want that for you too.

3. Start implementing immediately

Don't wait. Get your calendar and reserve time to create real change. This is your opportunity to go from 'pushing your business forward with sweaty armpits' *sorry* to Whistle While you Work. Working in alignment. Guided by your own strengths.

4. Is this the way you want to build and grow your business?

Do you want access to all the Brave Business Academy content, our step-by-step roadmap to real success, accountability groups, monthly masterclasses, workbooks, and worksheets? Do you want to be a member of the most amazing community of kind, smart, supportive, vulnerable, ambitious, brave businesswomen?

This is where we are waiting for you

I wish you many aha moments and actionable moments. Please always remember that you are loved, that you are amazing, that you matter. You've got the power to create change, to make the money you desire and to grow Your Business Your Way.

With love,
Esther de Charon de Saint Germain
Brave Branding and Business Queen

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THE FOCUS QUEEN

Your primary business persona is **The Focus Queen**

The Focus Queen is a True Entrepreneur. She is in business because she loves being an entrepreneur. Entrepreneurship is her calling. The freedom (the Freedom!), the thrill, the money, the change she can create!

The fact that she can come up with a plan, take every decision she wants, without waiting for someone else's approval is sheer joy to her.

She is a **natural leader**, an influencer, and is seen as the expert in her field. She is highly visible and attractive to the audience of her choice. The fact that there are people who really don't like her is not something she cares about (anymore!). She is asked to talk about her niche or expertise and those speaker opportunities grow her visibility even more.

The Focus Queen knows there's no such thing as self-made. She's grown because she's always had support, mentors and a community that lift her up. She knows it takes a village! She pops up in the mind of people when they need her expertise and is completely recognizable because of her unique tone of voice, presence, message, and personality. Her boundaries are strong, she's not taking BS from anyone.

She is where she is because SHE is willing to take up space and make it happen.

The Focus Queen is driven by a powerful mixture of non-negotiable motives and values:

Her internal motives and values could be something like: *"I want to ALWAYS have the freedom to choose my own lifestyle, express myself the way I want, make my own mistakes, grow my self-worth, change the world, be vulnerable, experience joy, set clear boundaries, etc."*

Her external motives and values could be something like: *"I want to earn 'This' amount of money, I want to work with 'these clients', I want to buy 'that house'"*.

Her business is like a container. She slowly fills that container in alignment with her own motives and values.

The Focus Queen is not perfect.

Far from it. She makes lots of mistakes, **but she knows that failure is not a real thing.** It's just a stepping stone to the next level.

Mind you! Every businesswoman can be a Focus Queen.

More specifically, every entrepreneur harbors this business persona and her energy in essence. If you feel you're stuck, you need to wake-up, grow and nurture your inner Focus Queen. You will immediately feel the shift!

The Focus Queen wakes up in the morning and knows exactly what her day will look like. She's a woman with a plan (and a calendar) and a team that supports her. The Focus Queen actually knows - more or less - how much money she will make this year. And the next year. She can be extroverted or introverted, work online or offline. She can be super multi-passionate and still make the bulk of her money around one clear concept.

The business of the Focus Queens is built around a highly distinctive and recognizable culture, and the personality of the Focus Queen is at the heart of that culture.

Now, the Focus Queen might have experienced many pitfalls. But resilience - and a certain level of stubbornness - is running strong through this one. She always comes out stronger.

Yes, maybe she has been burned out, she has felt lost and alone, she has been broke, she has been completely invisible.

All the misery has made her stronger.

Even more importantly, all the obstacles she stumbled upon helped her to be completely relatable, recognizable and memorable to her clients. It's a win-win situation.

A Focus Queen who consciously nourishes her empathy, self-worth and self-love can really lift her clients and customers to their next level. Because she has been there herself.

She is called the Focus Queen because she is always looking at the bigger picture. No shiny objects for the Focus Queen.

Make no mistake. Almost no one is born Focus Queen.

It requires inner work, self-love, support, and dedication to get there. So in essence, everyone can become a Focus Queen.

That also means that every entrepreneur can make the amount of money she desires. Yes! You too!!

What are your 3 most important desires

when building your Focus Queen Business? Is it making an impact? Sharing your unique method?
Making a certain amount of money?

1

2

3

Every Persona has different obstacles that get in the way of their growth. That doesn't mean there's anything wrong with you, but if you're after a sustainable business it is paramount that you recognise - and deal with - your obstacles.

Here are the obstacles that get in the way when you want to develop your Focus Queen qualities:

The Focus Queen can become rigid in her focus when trying to rule her business the masculine way - fully focused on only taking action, strategy, hustle and push - instead on connection, vulnerability, alignment, heart to heart AND on action and strategy.

Not loving who you are right now, a lack of self-worth, not valuing your inherent qualities, feeling you have to be more like 'the others' will make you feel small and insignificant.

And waking up without a plan, not knowing where you will be in the next 90 days will make you feel off-track.

Have you ever seen a movie where someone got lost in the desert? And every village turned out to be a mirage? That's what happens when you try to grow your business without a clear direction.

No patience. Oh boy, this is such a mean obstacle when you're both passionate and multi-talented. (Yes, that's me too!)

You start a new project and you love it so much. It's being launched and . . . crickets. Nothing happens. So instead of researching what happened, you move on to the next project.

And every time you start afresh: new web design, new plan, new project, new freebie, new audience.

But all the time success was waiting just around the corner, where you couldn't see it. While growing your Focus Queendom, burn-out is a very real danger. Especially in our 24/7 online economy. Getting stuck in jealousy, comparisonitis, and perfectionism will worsen the situation.

By the way, there is zero shame here. Everyone experiences this. Yes, even the Focus Queen!

Having no boundaries will weaken the Focus Queen. Being available 24/7, prices that are too low, giving away everything for free, will strangle your self-esteem.

Why? You do this because you fear people won't buy from you, won't like you enough or they will go to someone else.

What are your 3 main obstacles
when it comes to building your sustainable business?

1

2

3

Okay, ready to wake up your Focus Queen?

1. Make a plan.

Any plan. A plan that you will have finished in 90 days from now. Find an accountability buddy and share every day what you will do to reach a positive outcome. Do not wait for the perfect plan. Because there's no such thing as a perfect plan.

2. Nourish your self-worth.

There is no force stronger than a woman who loves herself more than anything in the world. She doesn't depend on someone else's approval. She likes compliments but is okay when they don't come.

She can deal with criticism, failure or being temporarily stuck because she knows she's human and humans make mistakes. She is still a perfectly amazing woman.

You can start simple. By repeating words like: "I am enough", "I love me", "I am beautiful". Look in the mirror and say "Looking good my dear".

Write at least 3 actions you can take to grow your sustainable business and add a date to it. Make sure you write this in your calendar as well.

ACTION 1. Finished on

ACTION 2. Finished on

ACTION 3. Finished on

Well known Focus Queens are:

Marie Forleo, founder of B-School. She launches one time every year and everything she does revolves around that one multi-million dollar launch. B-schoolers are to be found everywhere in the world. marieforleo.com

Denise Duffield Thomas, money mindset coach, multi-million dollar business owner who fully concentrates on launching the same program 'Money Bootcamp' over and over again, and author of 'The Chillpreneur'. denisedt.com

Sarah Blakely, founder of shape wear Spanx, the first 'self-made' female billionaire and philanthropist. The woman who changed a problem 'what to wear under your white pants' into a solution. Spanx.com

Shonda Rhimes, founder of Shondaland, the pioneering storytelling company behind award-winning series like 'Grey's Anatomy', 'Scandal', 'How to Get Away with Murder'. shondaland.com

Go online and look for at least 3 **Focus Queens** that inspire you, follow them online and find out what works for them that might work for you too!

My Personal Personal Focus Queen 1

My Personal Personal Focus Queen 2

My Personal Personal Focus Queen 3

The 5 Business Personas

I created **5 Business Personas** for you to give you wings! The Personas are based on thousands of Brave Business Owners I've worked with.

Once you understand the strengths, challenges and energy of your **Brave Business Personality** you can fall in love with yourself and your business all over again!

Implement the actions and start running your business the Brave Way!

There are 5 types:

The Local Hero

the Visionary Dreamer

the HeartSmart Professor

the FocusQueen

the Mission Superstar

Every entrepreneur harbours the different energies, strengths and qualities of every type. The Business Personas are not designed to put you in a box - as if that's even possible - , but as a supportive way to grow your business in alignment with your natural strengths.

For instance: a Visionary Dreamer can also be a Local Hero with the qualities of the HeartSmart Professor. Make sure you read up on the 5 Personalities to get real insights in yourself and how you operate in your business.

Another example: if your primary persona is The Mission Superstar - the entrepreneur who is driven by the longing to transform - and you want to organize a retreat, you step into the unique powers of the Local Hero Persona. It will help you to create an environment where people feel grounded, seen and at ease and thus lead to a much higher success rate.

Take time to read about all 5 Types, feel into the different energies and write what powers, energy and qualities you relate to and how you can utilize them in your business.

My Inner Local Hero

My Inner Visionary Dreamer

My Inner HeartSmart Professor

My Inner Focus Queen

My Inner Mission Superstar



Who is Esther de Charon de Saint Germain and why is it important to know the Brave Business Academy?

Esther is the **Brave Branding and Business Queen**. She mixes business and branding strategy with energy healings and visualisation. Esther is the founder of the **Brave Business Academy** - The Membership for brave women entrepreneurs who want to grow their business the Brave Way.

After 25 years in the international world of design, corporate identity, communications, marketing, the arts and branding Esther founded her own business and consequentially made all mistakes humanly possible.

Like: not following your inner calling, working outside your **Zone of Genius**, trying to grow without support, putting in way too many hours, create but not market, not nourishing self-worth and selflove . . . well, all the usual suspects.

Broke, invisible, feeling lost - yet not ready to give up - she completely flipped the coin. She got support, stopped working outside of her **Zone of Genius** - yes that took some time! - and eventually founded the **Brave Business Academy** for her clients.

Esther's clients are **Brave Business Entrepreneurs**. They grow their business by fully embracing their vulnerability, unique qualities and personality. They are often multi-talented, smart, vulnerable, curious, ambitious, sensitive, incredibly supportive and truly brave!

The ordinary business mould is way too small for them. Instead of only focussing on the Next Big Money Goal, they grow their business by nourishing self-love and mix it with kick-ass business strategy and marketing.

The magic of connection, community, daily support, mindset and consistent action is what eventually leads Brave Business Entrepreneurs to fulfilling their business dreams: successful launches, fully booked calendars, reaching 100K and way up, press coverage, speaking gigs, worry-free holidays, happy clients and customers and having real impact.

Are you ready for real growth? Go to the **Brave Business Academy** and join. By getting on the Waiting List now you will be notified when the doors are opening up! And you will secure yourself a seat in the Academy.

Take Action Now & fall in love with you and your business!

1. Read all 5 Workbooks

2. Visit Brave Business Academy

3. Get on Waiting List!