

HEARTSMART PROFESSOR



**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 HEARTSMART PROFESSOR

Congratulations your primary business persona is the **HeartSmart Professor**.

The business of the **HeartSmart Professor** thrives when she fully utilizes the magic of her sharp, analytical (left) brain. Because she is heart-smart, her creative and spiritual right-brain - and empathy - is fully nourished as well.

As a result, her communication skills are outstanding. She is able to translate complicated matter into easy to understand information.

She is really smart and analytical but will never make anyone feel less smart. Instead, she makes everyone in her surroundings feel smart as well. Solutions are suddenly seen, just because the **HeartSmart Professor** points out what obstacle needs to be removed.

This left/right brain combination makes her pretty unique in the business world.

**The HeartSmart Professor is most definitely one of a kind.**

By the way, even if the **HeartSmart Professor** is not your primary business persona, you can still have significant elements of this type.

So read carefully. **Because it will give you an extra oomph.**

A typical **HeartSmart Professor** business thrives when it intersects communications and specific HeartSmart skills.

Like in social media, humanities, commerce, research and development, health, civil service, new media, business solutions, etc.

Bring in the **HeartSmart Professor** if you want an outcome that will make sense (and works!).

The **HeartSmart Professor** - like some sort of superwoman - can perceive possible outcomes where others see nothing but a pile of ideas, objections, rubbish, problems, and concepts.

**She comes rushing in, blowing away the dust of confusion, and shows you exactly what needs to be done next.**

The **HeartSmart Professor** naturally understands complicated systems and structures and most likely knows her way around tech. But is not necessarily the Nerdy type. She just as easily steps into the realm of law, economy, tax, finance or science.

It's almost like the **HeartSmart Professor** has a little switch in her brain that helps her to get into the Heart of the Matter.

Even though the **HeartSmart Professor** might not hang out in sweat lodges, she has a deep spiritual connection. She often 'receives' her information out of nowhere, but often doesn't perceive it as anything out of the ordinary. It's just how she is wired.

Because of her balanced heart and mind approach, the **HeartSmart Professor** can truly support her clients. Especially when they feel confused and lost and need a leader who can show them where to go next.

## **What are your 3 most important desires**

when building your HeartSmart Business? Are you creating an impact? Do you have a unique method? Do you make the desired 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.**

## **Obstacles The HeartSmart Professor can run into are:**

**Communication!** The HeartSmart Professor can rely on herself to come up with solutions. Because of that, she struggles explaining what it is she does, why what she does is unique, and how it can help other people.

**She tends to hang out with fellow left-brained people** and - this always happens when we hang out too much with our peers - we tend to forget that each of us is unique and has a unique personality.

**The HeartSmart Professor might secretly be afraid to show up.** *"Who is waiting for me?"* She might even wait to be discovered - the supermodel approach. Or she yearns to be the super star In the middle, instead of 'the tech-minded' woman who sometimes is taken for granted.

When the **HeartSmart Professor** is losing herself in details, reverts to tech-speak and can't find the words that truly connect her to her soul clients, things might spiral downwards from there.

Resulting in not making enough money, doing chores that are way below what she's capable of (like fixing simple code on a Wordpress page) and feeling down.

## What are your 3 main obstacles

when it comes to building your sustainable business?

1

2

3

**Are you a HeartSmart Professor who has run into one of these obstacles?**

**Here are some actions that immediately bring result:**

**1.** Go through your social media feed, your website or an article you wrote. Now imagine that you can temporarily remove your incredible analytical gifts (don't worry, only for an hour or so) and imagine that you are a more right-brained client.

Step back to that level of knowledge and read. When you look through their eyes, do you get it? Now take out the jargon and rewrite it. Alternatively, ask your right-brained friends to look at it. Don't forget to repost it!

**2.** Invite at least 5 people who are possible clients to have coffee with you (online or offline) and let them share their struggles with you. Don't fall into the "Argh . . . they don't know anything" trap. Listen carefully and read the answers between the lines.



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

## Examples of successful HeartSmart Professors:

**Sheryl Sandberg**, the woman behind Facebook who managed to be the communicator between the tech guys and the rest of the world. Also, a billionaire who is changing the world.

**[leaning.org/book](http://leaning.org/book)**

**Natalie Lussier** is a software designer who understands what online entrepreneurs really need. Smart elegant solutions that support a business.

**[nathalielussier.com](http://nathalielussier.com)**

**Rana el Kaliouby** is on a mission to bring emotion to digital technology by enabling cameras in smartphones and computers to read human expressions.

As the co-founder and CEO of Affectiva, el Kaliouby is commercialising emotion-recognition technology based on her research.

**[affectiva.com](http://affectiva.com)**

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

**My Personal HeartSmart Professor 1**

**My Personal HeartSmart Professor 2**

**My Personal HeartSmart Professor 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!**