

LOCAL HERO



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 LOCAL HERO

The local hero thrives once she has found the perfect location that supports her vision, she works in alignment with the energy and power of her business persona.

If your dominant persona is the **Local Hero** this is important for you: **A Global Mindset and Global Network with a Local Base.**

Imagine this: getting in your car in the morning, or maybe your office is in your own house. You open the door and your day starts. You welcome your first client and after an hour you take a little break.

The strength of the **Local Hero** is being able to create an environment where people feel at home. She feels totally at home in an intimate setting as well as in a larger group of people. Clients and customers who are in the presence of the **Local Hero** feel seen, appreciated and secure.

Maybe you lead a design agency, a beautiful boutique hotel, or give massages. Anything is possible when you're the **Local Hero**. You manage your business from a specific location. Maybe a hotel, a farm, a B&B, a shop, a restaurant, retreat, spa or wellness center. Or you run a business with a physical office: a law firm, accountant, architect, design agency. Maybe you are a health professional like a dentist, doctor, massage therapist, animal carer, etc.

What sets you apart from the other four personas is that you've got (or desire) a local base.

Is that you? Or is that something you would love?

Even though the **Local Hero** is based locally she has a global mindset and a global network. She knows exactly who her clients and customers are and what sets her apart from her peers.

Because of the way she has built and grown her brand and business, the **Local Hero's** business is being perceived as very niche and distinctive, her clients are willing to travel to her.

The **Local Hero** combines her brick and mortar business with an online component that serves a larger global audience, thus generating a steady income stream. Because the **Local Hero** doesn't trade hours for dollars.

She knows exactly how to utilize the best features of her surroundings and business in her marketing.

She shows up all the time.

Her service is out of this world, her offerings completely unique. She makes excellent use of the power of online marketing. Her offerings are super clear and her business is very recognizable.

The **Local Hero** really understands that having contact with her is special and this is reflected in a premium price range. Many Local Heroes are health practitioners, coaches, healers - for humans or animals - or local shop owners. They know the power of referrals, of word of mouth marketing and a completely unique offering.

That's why the **Local Hero** can make any amount of money she has set her mind to.

What are your 3 most important desires

when building your Local 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.

It feels like there are not enough clients for your business. Especially when your business is located in a rural area, or outside the main area and you feel you can only target local clients.

Growing your business can become a struggle when you are located in an area where people have a smaller money mindset - *"Money doesn't grow on trees."* *"Rich people are bad."* *"We are just average hard-working people and don't like show-offs"*. The local tendency can be to focus more on problems than on solutions, they are not willing to invest in themselves or are used to paying small prices for middle of the road service. People in your neighbourhood will most likely never pay premium prices for premium services.

When you are rarely amongst fellow entrepreneurs - with a We Can Do This Mindset - it can become increasingly difficult to remain in a positive entrepreneurial frame of mind. You feel alone and lost because there is no one around who really gets you. And as a result, you spiral down into selfdoubt.

Instead of spending at least 50 percent of your time on marketing, you only focus on your existing clients. And instead of being super proactive, you - sort of - hope that people see you by chance. After a couple of months - and sleepless nights - your growth comes to a screeching halt.

In the meantime your recurring costs (rent, mortgage, gas/electricity, insurances, staff, etc.) are still happening - and without enough money coming in things get really tight.

I once was a Local Hero myself, so I really get it! I'm sharing what happened to me!

Another obstacle - I see this happen all the time - **is that you undervalue the beauty and uniqueness of your own location.** You don't see it anymore and think that the rest of the world is not interested in it either. Other places look so much more promising! As a result, you become increasingly invisible.

You've fallen for the: 'Grass is always greener on the other side'.

Chances are that you're actually truly multi-talented and/or a quick starter. Meaning: you come up with an idea and immediately start. Who needs a plan anyway?

You started your local business as "I just love doing this" or your local business is the result of your education and training. You studied to become a health professional, opened your practice and never made the transformation into a real sustainable business.

You most likely provide amazing services, but never learned how to be an entrepreneur!

Now you're completely bored with your business, but it's hard to change direction when you have to pay monthly costs.

Is this something you recognize?

Maybe you feel you have to do everything yourself and run around doing all the chores on your own. You are exhausted and your clients think it's normal to have 24/7 access to you and take your unique and amazing services for granted.

You let them cross your boundaries because your self-worth button hasn't been pushed for quite a while.

You don't see how you can leverage your offline experience and knowledge and generate a second online income stream.

You are so focused on the day-to-day business that there doesn't seem to be any time left to connect to a large audience. You post every now and then - when you want to sell something - but because you haven't built a global client base nothing happens and you give up.

You only target the local clients and get caught up in their small mindset. And without support, you can't see your own uniqueness anymore. The right support will change everything for you!

What are your 3 main obstacles

when it comes to building your sustainable business?

1

2

3

It's really important that you know that you can completely turn this around!!!

You can start with these two simple actions.

Turn your location into a Super Star!

If your location is part of the 'stardom' of your business, share it! Not every now and then, But e-very day.

For instance if you have a B&B near the beach, show us what your breakfast looks like. Tell us where the eggs come from:

"Today I'm at the organic farm where we buy the eggs and cheese for our guests." Add a picture of those kind farmers (holding the eggs and cheese) and the chicken.

Storytelling is everything.

Take a picture of people walking on the beach and share a post where you write how happy it makes you feel to see your guest enjoying your surroundings. What it feels like to see them come. *"My guests came home after a day at the beach. Shiny eyes and red cheeks. I made them warm chocolate milk and they loved it."*

Share experiences. **Seduce!** That is why people will choose you over someone else! **Mindset Baby!**

When you have a local mindset and a local business, your business will not grow. It's time for real change. And you won't find your support in your own environment. It's time for a fresh perspective.

Make sure you're in a Global entrepreneurial community and invite 4 or 5 entrepreneurs to come to your place. ***Make sure they have never been at your place before***

Let them go through the customer journey and customer experience. From the initial: *"I need someone who"* to *"I have found this woman who ..."*

Let them experience what it feels to buy from you or to work with you. Spend at least a day with them, ask them to be really honest and share the Good, the Bad and the Ugly with you. This will open your eyes to what works and what needs transformation, to lost opportunities and blind spots.

And of course you start implementing immediately!

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 famous Local Heroes:

J.J. Virgin built an online emporium. She went from a broke and overworked local trainer to being an online force. She speaks on big stages and is seen as The Expert in the health and fitness industry.

jjvirgin.com

Nadiya Hussain was a stay at home mom who won the Great British Bake-Off and took that opportunity to launch an online business and has her own cooking program.

nadiyahussain.com

Gudrun Sjoden started a fashion line in the late '70s and decided early to start a mail-order business instead of a local store. Nowadays over 200 people work for Gudrun Sjoden.

gudrunsjoden.com

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

My Personal Local Hero 1

My Personal Local Hero 2

My Personal Local Hero 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!