

MISSION SUPERSTAR



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 Mission Superstar

The **Mission Superstar** is a warrior. She is a woman on a mission. She's driven by purpose. She's here for a reason. This is a real changemaker. The social entrepreneur. If you want to change the Status Qua bring in the Mission Superstar.

And she most likely was like that as a young girl.

She saw what happened around her and was appalled. Or shocked, Or sad. Maybe she couldn't believe that no-one took action. And she decided that she was not going to let this happen. She most likely was born with a deep-rooted social conscience.

And one day that young girl became an entrepreneur and realized that she had the power to create change. Or she chose entrepreneurship because she wanted to create change.

The Mission Superstar is driven by her passion for transformation.

From ending poverty to bringing joy to those who need it. Maybe she wants equality for all, or bathe society in mindfulness. Maybe she designs spaces that transform gloom into joy. Her purpose in life is transformation. Her cause can be political, environmental, humanitarian or something completely personal.

The business of the Mission Superstar is driven by her cause

The Mission Superstar knows that she cannot create change by herself. That's why she grows a community of likeminded people around her. That can be her clients, her peers or a large community of followers. And like every entrepreneur who desires her success, she has support. The Mission Superstar is a true Focus Queen as well. Instead of saving the world and forgetting herself in the process, she flipped the coin.

This Superstar is not into saving.

She's into transformation. She witnesses a problem and comes up with a great win-win business plan.

This is what successful social entrepreneurship looks like.

The business of the **Mission Superstar** might not always look like it's all about change and transformation. Maybe she's an artist. Maybe she owns a coaching business. Or a restaurant. A health practice or a design agency.

But it's what lies at the foundation of that business that makes it a Mission Superstar business. It's in the heart of the business.

Maybe her goal was to save the planet. **The Mission Superstar** had the opportunity to join Greenpeace (which she probably did at one point), but she realized that she had her unique gifts and talents and opened a restaurant where they only serve organic, locally grown food.

Now, this **Mission Superstar** speaks on international stages, inspires her listeners. She creates change, employs people, brings joy with her food and the experience in her restaurant. All because she made the choice to connect her cause, talents and gifts and her entrepreneurial mind.

Almost every entrepreneur has elements of the **Mission Superstar** persona. Invoking your inner **Mission Superstar** will help you when you feel that what you do is nothing out of the ordinary.

The Mission Superstar follows her North Star. It's her Big Why. She knows that she can't solve it all in this lifetime. She knows that what she does might be small, but she also knows that it's most likely her purpose.

The Mission Superstar is always utilizing her cause. Because she knows that an emotional appeal goes straight to the heart of her people. So she is visible. Online, in podcasts, off-line, as a speaker.

She's out there!

She is fully aware that this is how she consistently creates change, grows her business and her impact.

What are your 3 most important desires

when building your Mission Superstar business? Do you want to make an impact? Raise Awareness? Make 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.

Obstacles The Superstar can run into are:

Making the mistake of Only focusing on the cause and Not on her business. As a result, no money comes in and you will feel like a failure. *(By the way - you're not! There's always a way around it, as long as you've got the right support.)*

Hiding behind the cause.

If this happens, it's 9 times out of 10 because of a very low money mindset. You might believe that 'other people deserve the money and not you' and those mind-crushing beliefs like 'love for money is the root of evil' *(by the way, let me be clear: there is nothing wrong with having and making money).*

Giving away too much because you want to do something good right now.

Sure, you can support people or a cause financially, but do it for the right reasons and once your business is up and running.

Making the cause more important than yourself and getting stuck in the "I'm just a little girl" who's hiding behind her cause. Because *"It's not about me"*.

Feeling like you have to save the world all by yourself and getting frustrated when others don't get it. You need others!

The "Why are you always on your high horse?" and "Can't you be like the rest of us?" outside world.

Who accuses you of being a dreamer and of having unrealistic expectations. As long as those people affect you, steer clear of them.

They are your kryptonite.

Not being aware that everything you share online has an effect. Especially in these highly polarized times we live in. Being passionate is wonderful. Aggression does not help (yes, feel free to delete that comment when you feel it's not in the best interest of your business and cause).

Only focusing on the cause instead of building your sustainable business. This is a big mistake.

People will come when they know there's something in it for them. Your clients are NOT your fellow battle buddies. They have their own personal reason to work with you. And that can be totally different than your cause.

Your audience chose you because of the magical mix of energy and presence, the culture of your business and the expected outcome they desire (good food, more money, healthy body, happiness, etc.).

Exhaustion and burnout are very real threats when you are more passionate about your cause than about yourself and your business.

Thinking that you're too small and insignificant to create change. Please remember that everything you do leads to something and that you being out there, impacting the lives of your clients and customers, will ALWAYS have a ripple effect. You just can't always see it.

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

1

2

3

Ready to wake up your inner Mission Superstar?

1. Don't remember your Mission Superstar qualities?

Don't worry. They are there. Time to connect to the little girl within. Find yourself a safe and quiet place. Lay down. Place one hand on your heart and one on your belly and go back to the little girl.

See her in school, at home, dreaming about something. The more you 'see' the better. What were her dreams? Have you brushed them away as unrealistic? Or maybe you already incorporated them - at any level - in your business.

Ask her to stick around.

She can help you reconnect with a very important energy inside you.

2. Index the people around you.

Listen, you have the power to create real change. Do you even fully see how amazing that is? It's of the utmost importance that you surround yourself with the right crowd. People who lift you up. Who get you, who will give you your wings.

Make a list of those people in your life and be with them as often as possible. If they are not there, find them. There are many entrepreneurs like you out there. Have coffee dates, join international communities of like-minded people.

You instigate transformation. You provoke others to create change. Since long lasting change needs '*more than one person*' your unique communication gifts are needed to create a community of likeminded change makers. **It's time to connect!**

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

Here are some great Mission Superstars examples

Shiza Shahid is a Pakistani social entrepreneur, social activist, investor, and educator. She is the cofounder and former CEO of the non-profit Malala Fund, who pivoted to cookware that cultivates connection and honours tradition.

fromourplace.com

Leila Janah, Social entrepreneur, activist, adventurer and founder of Samasource, Samaschool, and LXMI, and author of Give Work. She passed away on Friday, January 24th 2020. She was 37 years old.

leilajanah.com

All the entrepreneurs on **Pipeline Angels**, changing the face of angel investing and creating capital for women and non-binary femme social entrepreneurs.

Their members serve as the friends and family for entrepreneurs who may not already have support at that critical stage.

pipelineangels.com

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

My Personal Mission Superstar 1

My Personal Mission Superstar 2

My Personal Mission Superstar 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!