

VISIONARY DREAMER



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 VISIONARY DREAMER

The **Visionary Dreamer** thrives when she has the freedom to create and learn to her heart's content. Books, art, inspiring thoughts, deep insights are her daily heart, soul and mind food.

Her business grows when she has ample access to knowledge, can test-drive new ideas, and the space to come up with new proposals and visions. She often is multi-talented and all those talents are being used and valued.

By the way: every entrepreneur can (also) be a Visionary Dreamer.

Maybe you forgot about this persona. Because somewhere down the line you lost the power of the **Visionary Dreamer**. But if you once were that young girl who was immersed in her books and dreams and imagined she was **Pipi Longstocking**, the Visionary Dreamer is still present inside you!

The business of the **Visionary Dreamer** is an expression of her natural talents. She is aware of the fact that she is both a professional and a marketer. Her business stands out because both her business as herself are highly recognizable, the business has clear offers to a well-defined audience.

The Visionary Dreamer will often have established strong partnership that helps her grow. The Visionary Dreamer is a natural out-of-the-box thinker.

When others focus on a run-of-the-mill solution - looking for the Next Best thing on a square centimeter - , she already stands on her imaginary mountain, viewing the much larger scenery of possibilities and solutions.

The Visionary Dreamer can envision large projects, but she needs space to dream and the freedom to develop her visions.

That's why she needs support for all the business elements that are outside her Zone of Genius. She might not always be the best person to lead or finish her own projects.

There are many business possibilities that can be built around the Visionary Dreamer. So maybe she's an author, artist, author, photographer, musician, dancer, coach, designer, architect, cook or designer (please fill in your own profession) who has created a sustainable business around her passion.

Once The Visionary Dreamer connects her genius with a clear sustainable business strategy she's unstoppable.

What are your **3** most important desires

when building your business around your **Visionary Dreamer** qualities? Is it having 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.

The obstacles that get in the way of your Visionary Dreamer power

There are several challenges that can get in the way when the **Visionary Dreamer** grows her business and it's very important that you are aware of them. Because it might be tempting to get lost in the struggle. Or to think that the struggle is necessary. *And I promise you: it's not!*

Having the wrong focus

If you identify as a **Visionary Dreamer**, you will most likely recognize that you can't grow your business because 75 percent of your time - and 100 percent of your focus - is used for learning more, writing beautiful text, getting lost in creation, taking more courses, tweaking and changing what already works.

You might work within the safe walls of your studio and the outside world is not involved in anything you do. Also, you might not always have the patience to focus on one project for a longer period of time.

It feels like you come alive when you're creating or experience truly large visions and you're afraid you miss your 'brain food' once your business grows.

You might have heard something like:

"Why are you always dreaming?"

"Why can't you do something the easy way?"

"Why don't you ever finish what you started?"

"I don't understand what you say. Why is everything so complicated with you?"

As a result, you really try to adapt and be 'more normal'. Trying to fit the traditional business mould.

But you can't deny your inner **Visionary Dreamer**. She will always come out. Waiting for you to truly benefit from her powers.

You might have negative beliefs around self-promotion, money, and showing up. Because deep down you feel that creating and ideation is more important than marketing.

Deep down you feel that money is too mundane, even though you desire to have more of it. You risk getting stuck in your own safe bubble of fellow peers (social media will even create that bubble for you on your timeline) and you tentatively promote your offerings to your peers instead of to the people who really need you.

Because of your lack of marketing and business strategy, you are unapproachable for potential clients or customers.

Where is your buy button?

Here's the thing: you haven't built a real business around your unique powers. And don't fully see (yet!) the potential of your business, your experience, your personality, and your knowledge.

How do I know?

Because my Visionary Dreamer powers run strong in me. And I wasted two and a half years creating program after program without making any real money. Because I had zero business strategy, no support and no clue how to sell or launch.

Also, many of my clients have Visionary Dreamer powers.

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

1

2

3

Here are some solutions that will immediately create massive change.

1. Get support for everything that is not in your **Zone of Genius**

Meaning get support for everything you struggle with. Don't remember what's in your Zone of Genius and what's completely Out of your Zone of Genius?

Get a big stack of Post-It's and take it with you for at least a week. Write every separate action on a different Post-it.

- Writing newsletter = 1 Post-it
- Tweaking it and sending it to your email list = 1 Post-it

After a week you put all the Post-its on your table. Everything you did without even thinking about it goes to the left (or the right - you decide) Everything you struggled with goes to the other side.

This will give you an insight of what you need help with and what comes to you naturally.

2. Alternate creation and ideation with promotion, implementation and business strategy.

Take an hour to go through your calendar and measure the amount of time you spent on creation, ideation, learning, and marketing.

Is it 75 to 100 percent creation, learning, ideation, and less than 50 percent marketing? Than that is the reason why you're currently not growing your business. Because you need at least 50 percent focus and time on your marketing.

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 Visionary Dreamers are:

Lisa Congdon, artist, illustrator, teacher who made an art out of combining creativity with marketing.

lisacongdon.com

Björk Guðmundsdóttir, singer, fully authentic in her music, and self-expression. And introvert who shows herself.

bjork.com

Lidewij Edelkoort, the world's most famous trend forecaster. Lidewij is the woman the big companies turn to, if they need advice on their next step will be. She is the one who decides if cars will be round or square in 2025.

edelkoort.com

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

My Personal Visionary Dreamer 1

My Personal Visionary Dreamer 2

My Personal Visionary Dreamer 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!