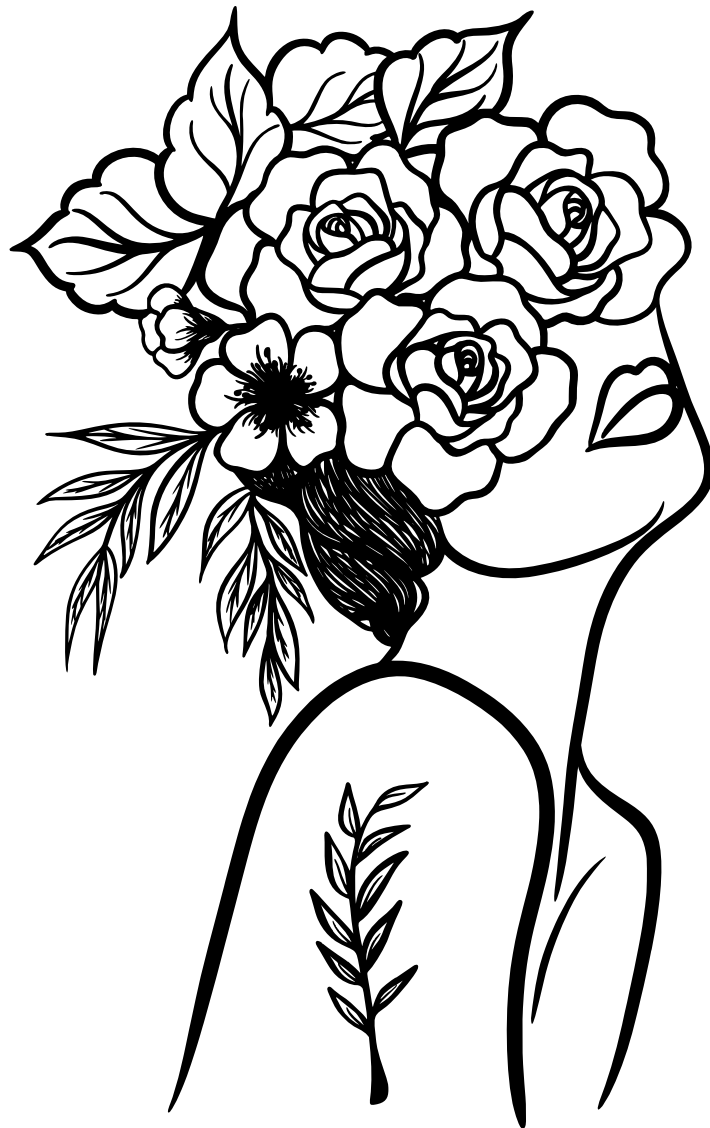


Build Your Authentic Personal Brand

your true calling awaits



Anda Denis

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INTRODUCTION

I'm truly excited to see you here.

This is the start of an exciting journey toward your personal brand, where you'll discover your true worth.

When asked about personal branding, 57% think about a nice photoshoot on social media. This may be why you tried it before and it didn't work for you. Personal brand involves so much more than just social media & PR.

Crafting your personal brand involves delving deep within yourself, uncovering your inherent strengths and authenticity. It's about recognizing and embracing the leader you naturally are.

It's beautiful to see your determination to persevere despite all the naysayers who have systematically told you that you're unworthy, despite what you've endured and overcome. You possess a brave and kind heart, and I believe that your talents will soon be recognized.

Let's begin!

WHAT'S STOPPING YOU?

For years, I believed that building a personal brand is the key to being accepted, celebrated and loved. The idea was simple: create a digital persona, gain popularity, and suddenly you'd find yourself embraced and adored.

But from what I've discovered, it's the other way around. It's not about creating an image; it's about being authentic, with your heart, passion, values, and strengths, as well as acknowledging your past traumas.

At some point your needs were ignored and neglected. You met people who deprived you of the idea that it's safe to be you, just as you are.

There are two primary fears that most of us have:

**I am not enough
I won't be loved**



The reason you might have struggled to build a strong personal brand have been because there are other people's voices in your head confirming both right now. Yet none of these voices is YOURS.

*"I am here to tell you that you ARE enough.
And you are a beautiful soul worthy of love if
you have the courage to accept it."*

ANA DENIS

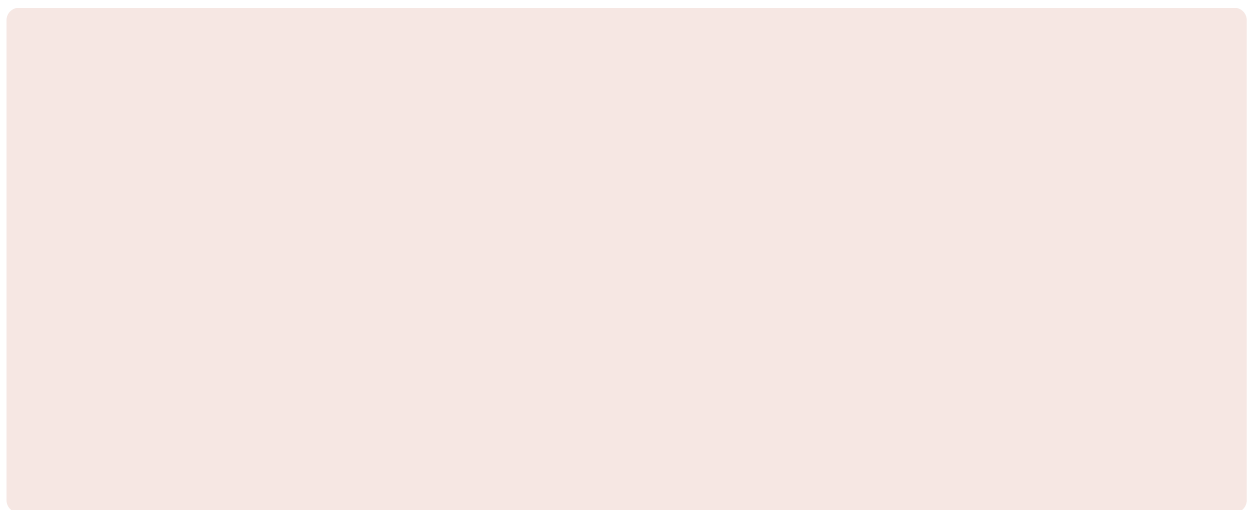
WHAT'S STOPPING YOU?

What has been stopping you until now from living the life you've always dreamed about?

Some of us were told that it's too selfish to draw attention to yourself enjoy the spotlight. Others just can't let go of their past mistakes and live in the past, stealing their present.

Whatever it is, it is only human to have doubts or not being decisive. And there's no shame in admitting something is difficult for you.

So what are your biggest obstacles you don't allow yourself to live the life you truly deserve?



What would happen if you just let go of those awful things that happened to you and lies you've been told?

What if the past didn't matter anymore? how does it make you feel?



**IS IT SAFE TO BE
YOUR TRUE SELF?**

WHAT'S STOPPING YOU?

What is it that you truly want? Love? Respect? Financial freedom?

Researchers have been studying how the brain works for over a century and have concluded the following:

Our brain messes up with us and sets wrong goals.

Scrolling through social media, we see people getting good jobs, perfect bodies, and lots of money. So that's when our brain decides that's what we need to want.

In 2008-09, Daniel Kahneman polled 450.000 adults in the US to see that the correlation between the two only exists until your annual income hits 75,000\$ (which is \$108.000 in today's money).

Here's what we believe we want

Good job
Lots of money
Awesome stuff
True love
The perfect body



Here's what we really want

Challenging tasks
Meaningful work
A calling
True human connections
Exciting experiences
Fair compensation



What makes us undeniably happy is the feeling that you are enough and you are loved.

ANA DENIS



WHAT YOU REALLY WANT

To be more precise, multiple pieces of research have consistently confirmed that what you truly desire is this:

You want to be engaged in challenging yet meaningful work that aligns with your passions, skills, values and strengths and being celebrated for it by people around you, including being fairly compensated for it.

If you've ever felt it deep in your heart, you know it's true: nothing compares to doing something that feels like your true calling. So, how do you discover it?

YOU ARE WORTHY

One reason why the journey of creating your personal brand may have been so challenging is the feeling of worthlessness. At some point in the past, you might have believed that you had no gifts or talents to share with the world. Yet there's a reason you felt this way, and it's not because it's true.



As a marketer, I know one thing for sure: a product needs to appear in front of the target audience at the right time and place. Winter tires will be a hot topic in Canada during the fall, while in Spain, this product has no demand and value at all. Selling bikes in the Netherlands will yield much different results than selling bikes in the US.

So, the reason you felt worthless in the past might have been that you were in the wrong place at the wrong time. That's it. Not everyone appreciates the unique configuration that you have, but it doesn't mean it's not there. You are full of talents and gifts, and you can't waste them all away.

"You are worthy of the best life possible, and you already have everything that is needed to get there."

ANA DENIS

YOU ARE LOVED

Despite to what we think, you're valuable just as you are. If that doesn't sound like something you believe it, think of any person who has made your life brighter and yet is not there anymore.

Whether you realize it or not, you are a powerful source of inner light to other people, even if they don't admit it every day.

You're a kind soul that deserves to be loved. And you will be love by being who you are.



“The world wants you to be happy. The past doesn't matter.”



YOUR STRENGTHS

Have you ever believed, even for a moment, that you don't have any strengths at all, only shortcomings and weaknesses?

I can certainly relate because I've felt this way for most of my life.

The person who is the most demanding and strict with me is my inner critic. This voice can diminish any obstacle I overcome or any quality or strength I possess. If I do something well, I immediately feel like everyone around me can do it, so it seems to have no value at all.

Just like with most print publications, the key to creating an effective booklet lies in curation. Consistency in branding is vital for businesses, but good design also matters for personal or event booklets. Ensure you have clear, accurate information on each page and select compelling photos, fonts, and images.

YOUR STRENGTHS

List 5 skills where you excel above average.

This might be something you've been complimented on before, or something in which you're obviously talented.

1

2

3

4

5

List 5 values of yours.

What is it that you stand for and believe in with all your heart?

1

2

3

4

5



“

If you turn your natural gifts into weaknesses, you're discarding the diamonds you were born with. Whatever you aim to achieve in life, there are multiple paths to get there.

Here's how to turn your weakness into strength

1. Identify a quality that you truly possess and typically consider negative.

Let's say it's kindness that you see as your weakness.

2. In what role or setting could this quality flourish, bringing you joy every day?

There are a lot of settings where displaying kindness could take you to the heights never seen. Consulting people, working with kinds are just to name a few.

3. How can you showcase your talents in this context?

YOUR MISSION

Mission is powerful.

Whatever you do, it's not only about you. It's always about something bigger that you stand for.



After the great fire of 1666 that leveled London, the world's most famous architect, Christopher Wren, was commissioned to rebuild St Paul's Cathedral.

One day in 1671, Christopher Wren observed three bricklayers on a scaffold, one crouched, one half-standing and one standing tall, working very hard and fast. To the first bricklayer, Christopher Wren asked the question, "What are you doing?" to which the bricklayer replied, "I'm a bricklayer. I'm working hard laying bricks to feed my family." The second bricklayer responded, "I'm a builder. I'm building a wall." But the third bricklayer, the most productive of the three and the future leader of the group, when asked the question, "What are you doing?" replied with a gleam in his eye, "I'm a cathedral builder. I'm building a great cathedral for The Almighty."

So what is it that you're doing that's truly important?

If you can't figure out your mission yet, it's ok. It's not that simple. Just give it a thought and get back to it when you can. It's something that needs time.

NEXT STEPS

I hope this small book has helped you to reflect on and understand the journey that developing a personal brand entails. I'd be honored if you joined me.

Here's how you can do so:

1. Enroll in the [YOU course](#) and join in creating your personal brand that you'll keep for the rest of your life.
2. Join our [weekly masterminds](#) and combat the challenges building your online business. You are not alone anymore.
3. Subscribe to my [YouTube channel](#) and let's stay in touch.



Thank you!

You are worthy of love and recognition every step of the way.

You are enough.

It's your time to shine.



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