

Workbook

No More Playing Small: Position Yourself Like the Powerhouse You Are

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EPISODE 2 - DREAM PLAN LAUNCH PODCAST

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Your Name: _____

Date: _____

Welcome to No More Playing Small: Position Yourself Like the Powerhouse You Are Workbook

This workbook is your personal space to reflect, take notes.

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REFLECTION PROMPT: Where Are You Playing Small?

Use the space below to reflect honestly:

- Where in your life or business have you been hiding or playing it safe?
- What are you avoiding because it feels “too bold”?
- What are you downplaying (skills, wins, experiences) that you *know* are powerful?

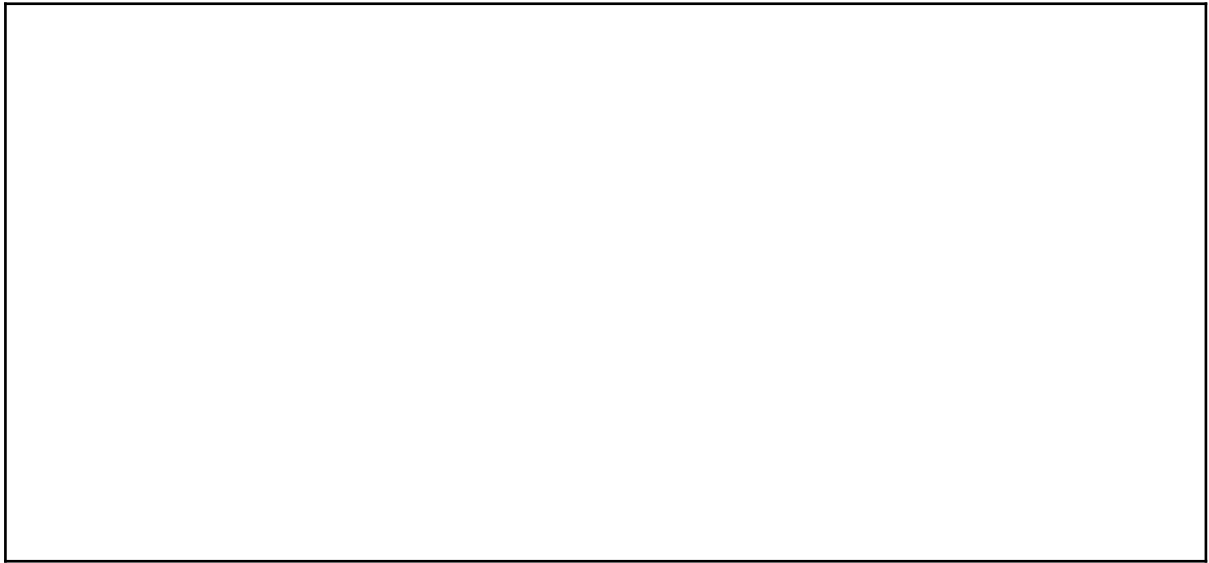
POSITIONING POWER STATEMENT BUILDER

Let's map out your personal brand positioning using the Powerhouse Positioning Framework:

1. YOUR UNIQUE EDGE

What makes your story, experience, and approach *different*?
(Think: lived experience, cultural lens, values, journey, or vibe.)

Write your Unique Edge:



2. YOUR AUDIENCE

Who is your brand really speaking to? Be *specific* - age, lifestyle, industry, values, or struggles.

Describe your audience:



3. YOUR SIGNATURE SOLUTION

What transformation do you help people create, and how do you do it?
(Service, product, method, or framework.)

Write your solution or offer:

4. YOUR PROOF + PRESENCE

What results, experiences, or credentials can you share?
(Think: testimonials, stories, your own transformation, social proof.)

List 3–5 proof points or wins:

NOW, BRING IT TOGETHER

Using what you've just written, draft your personal brand positioning statement. Use this sentence starter if it helps:

"I help [your audience] get [specific transformation] using [your signature solution], backed by [your unique edge and proof]."

Draft your statement below:

POWERHOUSE AFFIRMATIONS (Repeat daily)

- I am the expert someone is praying to find.
- I don't need permission to take up space.
- I am done shrinking. I am positioned to lead.

Thank you for investing in your growth. Let this be the start of your next level. To learn more about The Personal Brand Blueprint, please visit www.dreamplanlaunch.com. You can receive £50 off the Personal Branding Blueprint Course with code **PODCAST**.

You can also connect with me at justice@dreamplanlaunch.com