

# YOU Brand: A Manual For Confidence

## The Book Highlights



**You brand coaching gives you greater self-awareness that brings you choices which if know how to exercise brings you confidence**

**It has two components-**

**Character, what makes you who you are -YOU**

**The ability to communicate that “you” consistently, in every situation**

**It's not being liked but having confidence to be accepted as you are**

**How do you see yourself?**

**Perception is reality but it's scary because of how people perceive us can be hugely different.**

**Understanding that not every time, one is pointing fingers at you, frees you up from defensiveness and self-consciousness**

# People Buy People

**If we are to be 'bought' (believed, listened to, liked), we need to perform consistently across all the different situations.**

**If we appear natural, confident & engaging in one and indifferent, cold and aloof in another, we will end up confusing people, won't develop a relationship with them, be heard at the senior level**

## Fight, Flight, or Freeze

**All 3 of them are ways to channel the energy rush we experience when we feel threatened**

**But your response of the 3 is a choice. You can learn, though practice, to stay and fight.**

**The only thing stopping you from doing anything is not your brain, but YOU.**

# Amateur & Professional Communication

**Whenever you feel nervous or fear, don't squash or suppress it, rather see the feeling as fuel.**

**If there was a meeting that didn't go well, make a short list of what you've been missing. Was it the energy, passion, clarity, confidence?**

**What do you think is the basic element that binds these elements and makes them manifest?**

# Energy

**Take a notepad, and make two columns. On one side, pen down what gives you energy and on the other, what drains you of it**

**One thing that is common in all the things you noted, is that they're all subjective**

**the energy they give/take is based on how we feel what comes from outside and is fluctuating. reactive energy or the 'Amateur' energy**

**Using amateur energy would leave us without a reliable source of energy to sustain us as we have little control of what we look , sound like and thus how pweoplw read/react to us**

**We need 'Professional' energy- that lifts us out of the subjective feelings that sabotage us. A safe place. The**

**Performance Energy**



**Performance energy is the level of intensity and definition in your physical and vocal presence that is powerful enough to cut through the distractions that compete for your audience's attention and engage them with you and what you say**

**Being in this zone gives you access to pace, voice modulation, use of hands that looks natural. While using this energy is a hardwork initially, it gets easier with practice**

## Pause & Emphasize

**Pause is what helps you to change the gear, to move in a new direction, underline your meaning, to hold enthral your audience.**

**But the key that differentiates a pause and a gap is 'Emphasis'- what connects your emotion and expression.**

**The right word may be effective but no word was ever as effective as rightly time pause.**

# How do you get the Performance Energy

**The evolution of the 'You' brand is done by harnessing the 'Big Three' of personal communication. The alignment of the 3 can help you to achieve it**

**The Intellectual: The 'content'- the structure & the logic**

**The Emotional: The 'connection'-the meaning & the feelings**

**The Physical: The 'expressive'- the demonstration of the intellectual and the emotional**

## The Last Tool

**The last tool that would help you be in the moment, allows you to say real and present. They are-**

**‘Bridging Words’- “so, therefore, but, and, now, or...”**

**It gives the brain the time that it needs to land meaning and understanding, and for your audience to absorb what you’ve said**

**Developing your 'You Brand' is about discovering and accepting yourself.**

**Even if you don't want to use it achieve a particular ambition, you'll find that knowing and accepting who you are- using & communicating it regularly- will make you stronger, more effective & a confident person**

**To show up, being present & engaging in active collaboration with those around us is how we can change things and resist the negative and daunting**

## Disclaimer

**This is just a summary. For a better understanding, reading the book is highly recommended**

**This summary is as per my interpretation and learning**

**Please excuse any errors**

**Thank You For Reading**

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