



People Aren't Buzzwords

*creating a flawlessly
authentic brand*

FOR INFLUENCERS,
THOUGHT LEADERS,
AND ENTREPRENEURS



AT BLOOM WHERE YOU ARE ACADEMY, WE BELIEVE THAT APPLYING RIGOROUS AND COMPASSIONATE CURIOSITY ABOUT CORE BELIEFS, VALUES, MOTIVATIONS, AND PASSIONS LEADS TO THE CLARITY AND CONFIDENCE TO MAKE (AND ACHIEVE) MEANINGFUL GOALS.

CHECK OUT OUR COURSES OR GET IN TOUCH FOR INFORMATION ON PERSONAL COACHING.

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Get Empowered for Transformation.

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Authenticity

*is one of the hottest
buzzwords on the internet.*

WHY IS MODERN WESTERN CULTURE SO OBSESSED WITH GENUINENESS?
WHAT PRECISELY, IS THIS TENDENCY COUNTERING?

IF YOU LOOK DEEPER AT ORIGINALITY AND INTEGRITY, THE TWO
CONCEPTS THAT PEOPLE MERGE AND CONFUSE WITH AUTHENTICITY,
YOU'LL QUICKLY UNDERSTAND.

THIS WORKBOOK EXPLAINS OF BOTH, THEN SHARES STRATEGIES FOR HOW
YOU CAN BE SO AUTHENTICALLY YOURSELF THAT YOU DON'T NEED TO
CLAIM IT OR EVEN MENTION IT.

PRACTICE THE SIMPLE STRATEGIES IN THIS WORKBOOK AND WATCH
WITH CONFIDENCE AS YOUR ORIGINALITY AND TRUE VALUES SHINE
THROUGH IN ALL THAT YOU DO, FROM WORDS TO DEEDS.



Authenticity as a Cultural Commodity

*Authentic
is not a noun.
It's an adjective.*

TO BE AUTHENTIC MEANS TO BE GENUINE, RELIABLE, OR ACCURATE. IN ESSENCE, IT DESCRIBES THE ALIGNMENT BETWEEN WHO YOU SAY YOU ARE AND HOW YOU DEMONSTRATE THIS THROUGH ACTION IN THE GREATER WORLD.

THE AUTHENTICITY OF YOUR BRAND'S VALUE PROPOSITION IS DEEPLY PERSONAL. AS AN INFLUENCER, THOUGHT LEADER, OR ENTREPRENEUR, IT MEANS MAKING YOUR VALUES PUBLIC AND BEING ACCOUNTABLE FOR UPHOLDING THEM TO A MUCH LARGER AUDIENCE AT ALL TIMES.

Authenticity as Originality

CONSIDER INSTAGRAM. PEOPLE WORK HARD TO ACHIEVE A SPECIFIC, ESTABLISHED AESTHETIC IN THEIR FEEDS. OFTEN, THEY SIMULTANEOUSLY EXPRESS SUBTLE DISDAIN FOR THE VERY SAME MILIEU. BUDDING LIFESTYLE INFLUENCERS AND ENTREPRENEURS ACROSS VARIOUS DOMAINS STRUGGLE TO DISTANCE THEMSELVES FROM THE LARGER CULTURAL MOVEMENTS THAT HAVE INSPIRED THEIR BRANDS.

"...I'M NOT ANOTHER TRAVEL WRITER..."

"...I'M NOT YOUR TYPICAL A VEGAN CHEF..."

"...I'M NOT A YOGA GIRL..."

EACH OF THESE STATEMENTS IMPLIES THAT THE AUTHORS ARE SOMEHOW MORE, BETTER THAN, OR ABOVE OTHERS WORKING IN THE SAME DOMAIN. THEY ATTEMPT TO SET THE INFLUENCER OR ENTREPRENEUR APART FROM THE PACK, BUT THEY ARE VAGUE STATEMENTS THAT POINT MORE TO INSECURITY OR ARROGANCE THAN ORIGINALITY UNLESS ACCOMPANIED BY CONCRETE EXPRESSIONS OF UNIQUENESS. THIS BEHAVIOR IS CONFUSING AT BEST, AND OFTEN OFF-PUTTING, BECAUSE THE REST OF THEIR WORDS AND DEEDS DEMONSTRATE THAT THEY ARE, IN FACT, PRECISELY THE KIND OF PEOPLE FROM WHOM THEY ARE TRYING TO DISTINGUISH THEMSELVES.

REFLECT:

- > ARE THERE ANY "TYPES" YOU TRY TO DISTANCE YOURSELF FROM?
- > DO YOU EVER FIND YOURSELF PROTESTING THAT YOU ARE NOT (FILL IN THE BLANK)?
- > WHY DO YOU FEEL COMPELLED TO DISTINGUISH YOURSELF?
- > WHAT COULD YOU DO TO SHOW YOUR UNIQUENESS RATHER THAN ASSERT ANOTHER BRAND'S SAMENESS?

The Truth About Originality

Let's begin with the simple truth: we're all unique.

ORIGINALITY IS OUR NATURAL STATE. NO TWO INDIVIDUALS ARE ALIKE. THIS IS TRUE ACROSS ALL ASPECTS OF AN INDIVIDUAL FROM OUR BIOLOGY AND MEMORIES TO OUR INTERESTS AND RELATIONSHIPS. THOUGH BUILT FROM SOME OF THE SAME BLOCKS GENETICALLY AND CULTURALLY, NO TWO OF US ARE PUT TOGETHER IN QUITE THE SAME WAY. EACH ONE OF US IS DISTINCT.

WE KNOW IT IS TRUE, SO WHAT COMPELS ALL THE NOT-ANOTHER-YOGA-GIRLS TO INSIST ON THEIR UNIQUENESS WHILE SIMULTANEOUSLY DISCOUNTING THE OTHERS' ORIGINALITY?

WE ARE LIVING IN SUCH A COMPLICATED TIME. AS INFLUENCERS, THOUGHT LEADERS, AND ENTREPRENEURS, WE ARE ASKED TO NICHE AND NUANCE OURSELVES TO SUCH A DEGREE THAT WE CALL OUT DIFFERENTIATION EVEN WHEN THE STUFF OF DAILY LIFE AND THE CONTENT IN OUR FEEDS IS MADE UP OF SUBTLE VARIATIONS ON THE SAME THEME.

LET'S FACE IT, MOST PEOPLE LIKE THE COMFORT OF CONFORMITY. RIGHT NOW, CALLING OUR PERSPECTIVE "AUTHENTIC" IS TRENDY WHILE EXPRESSING THE TRULY UNIQUE PARTS OF OURSELVES IS STILL SCARY. WHEN WE SHARE THE DEEPEST PARTS OF OURSELVES, WE FACE REJECTION THAT IS PERSONAL AND POTENTIALLY PAINFUL. IT CAN SEEM MORE COMFORTABLE TO HIDE BEHIND BUZZWORDS. IN TRUTH, SHARING THE REAL AND VULNERABLE PARTS OF OURSELVES, THE SINGULAR ELEMENTS AND AWKWARD QUIRKS OF OUR PERSONALITIES, IS THE BRAVEST AND MOST LIBERATING PRACTICE AVAILABLE TO US.

Authenticity as Integrity

ANOTHER WAY PEOPLE DEFINE INTEGRITY IS AS THE TRUSTWORTHINESS OF A PERSON OR BRAND. THIS INCLUDES FACTORS LIKE WHETHER THEY TREAT EMPLOYEES FAIRLY, FIGHT FOR OR INVEST IN CAUSES THEY BELIEVE IN, AND GENERALLY DO AS THEY SAY THEY WILL, BEHAVING IN ACCORD WITH PROFESSED VALUES. INCLUDED HERE IS THE ALIGNMENT BETWEEN LIFE AND IDEALS. AN HONORABLE PERSON DOES NOT POST ABOUT HOW COMMITTED THEY ARE TO THE ENVIRONMENT AND THEN BUY A SINGLE-USE PLASTIC WATER BOTTLE AND DISPOSE OF IT IN A TRASH CAN OR SAY THEY ARE 100% PLANT-POWERED WHILE SECRETLY INDULGING IN BACON.

THERE ARE PLENTY OF ENTREPRENEURS CLAIMING AUTHENTICITY WHEN WHAT THEY MEAN IS SOMETHING CLOSER TO INTEGRITY. THEY WANT TO DEMONSTRATE THAT THEY ARE ETHICAL, WITH ALIGNED VALUES AND BEHAVIORS. WHILE INTEGRITY HAS A BIG PART TO PLAY IN PERCEIVED AUTHENTICITY, AND A FAILURE OF INTEGRITY IS THE QUICKEST WAY TO MAKE YOUR AUDIENCE PERCEIVE YOU AS INAUTHENTIC, IT ISN'T THE WHOLE STORY.

HINT: IT IS ALSO IMPORTANT TO BE AWARE THAT TOUTING YOUR OWN AWESOMENESS CAN LEAVE YOUR AUDIENCE WITH A BAD TASTE. SOCIAL PROOF LIKE TESTIMONIALS AND REVIEWS ARE THE BEST WAYS TO SHOW PEOPLE WHO YOU ARE.

REFLECT:

- > WHAT ARE SOME PRACTICES YOU INCLUDE IN YOUR DAILY LIFE THAT DEMONSTRATE YOUR INTEGRITY?
- > THINK OF SOME BRANDS THAT DEMONSTRATE INTEGRITY. HOW DO THEY DO IT?



The Truth About Integrity

Let's begin with the simple truth: integrity takes a lot of work.

IT ISN'T FOR EVERYONE AND IT ISN'T SOMETHING YOU SET AND FORGET. INTEGRITY, LIKE EVERYTHING MEANINGFUL IN LIFE, IS A WORK IN PROGRESS. SOMETIMES WE GET IT RIGHT AND FEEL GREAT. OTHER TIMES WE'RE FORCED TO MAKE SMALL COMPROMISES. IF THIS HAPPENS TOO OFTEN, OUR SELF-ESTEEM WILL ERODE. WE'LL FEEL DISCONNECTED FROM OUR TRUE SELVES.

IT'S HELPFUL TO THINK OF INTEGRITY AS A PRACTICE. AS WITH ALL THE MOST IMPACTFUL PRACTICES, SOMETIMES WE KNOCK IT OUT OF THE PARK WHILE OTHER TIMES WE FAIL TO DO WHAT WE SHOULD AND FEEL DEFEATED. THE KEY IS THAT WE KEEP WORKING ON IT.

AS INFLUENCERS, THOUGHT LEADERS, AND ENTREPRENEURS, WE EXPERIENCE MORE SCRUTINY THAN THE GENERAL PUBLIC AND NEED TO TAKE TIME TO ALIGN PERSONAL IDEALS AND PUBLIC PERSONAS. DEMONSTRATING AUTHENTIC ALIGNMENT WITH OUR STATED VALUES CAN MEAN THE DIFFERENCE BETWEEN BEING PERCEIVED AS FIERCE OR A PHONY.

Practicing Authenticity

THE ANCIENT GREEKS WERE CLEAR THAT TO KNOW THYSELF WAS AN ESSENTIAL VIRTUE AND VITAL TO LIVING A SATISFYING LIFE. IN OUR MODERN WORLD, WE VIEW OURSELVES THROUGH SO MANY LENSES THAT ARE NOT OUR OWN; IT CAN BE HARD TO STRIP AWAY THE FILTERS AND GET TO THE TRUE SELF.


POP CULTURE HAS ALWAYS MADE IT CHALLENGING TO EXPRESS OUR UNIQUE OURSELVES, WITH A STEADY FLOW OF FASHION AND LIFESTYLE TRENDS AND CULTURAL ICONS TO FOLLOW. BUT NOW, SOCIAL MEDIA HAS MADE IT EVEN MORE CHALLENGING THAN EVER. AS WE EXPLORE THE FEEDS OF PEOPLE ALL OVER THE PLANET, WE MEASURE OUR LIVES AGAINST THEIRS. WE DISCOVER ASPIRATIONS WE MAY NOT OTHERWISE HAVE REALIZED.

THE PREVALENCE OF OUR CULTURAL CONVERSATION ABOUT IMPOSTER SYNDROME CAN ALSO MAKE THE FREQUENT DECLARATIONS OF AUTHENTICITY (AT THE EXPENSE OF OTHERS) FEEL LIKE AN ATTEMPT TO DEFEND AGAINST A PAPER TIGER. FEEL WHAT YOU FEEL. DON'T BE AFRAID YO BE VULNERABLE AND SHARE YOUR QUIRKS. THEY REALLY ARE YOUR SUPERPOWERS!

INTEGRITY, INTRINSIC MOTIVATION, AND SELF-EFFICACY ARE THE KEYS TO BEING YOUR MOST WONDERFUL, UNCOMMON, AND HONORABLE SELF. THEY ARE THE ROOTS OF PERSONAL-SOVEREIGNTY. THEY ENABLE YOU TO DEVELOP MORE TRUST, BETTER RELATIONSHIPS, AND A CAREER AS AN INFLUENCER, THOUGHT LEADER, OR ENTREPRENEUR THAT IS SO WELL ALIGNED WITH YOUR PURPOSE IT FEELS LIKE A VOCATION.

REFLECT:

- > WHAT ARE YOUR INTRINSIC MOTIVATIONS?
- > HOW WOULD YOU RATE THE BALANCE OF INTRINSIC TO EXTRINSIC MOTIVATIONS IN YOUR LIFE?



AS A QUICK REFRESHER, INTRINSIC MOTIVATION IS WHEN BEHAVIOR IS MOTIVATED BY A SENSE OF INTERNAL SATISFACTION, WHICH IS THE OPPOSITE OF EXTRINSIC MOTIVATION, OR BEHAVIOR MOTIVATED BY EXTERNAL REWARD OR PUNISHMENT. ESSENTIALLY, WHEN YOU ARE DOING ANYTHING BECAUSE YOU ARE INTRINSICALLY MOTIVATED, YOU ARE DOING IT BECAUSE IT FEELS SATISFYING AND RIGHT TO YOU. IT HAS NOTHING TO DO WITH EXTERNAL FORCES. GENERALLY SPEAKING, MOST OF THIS AUDIENCE IS PROBABLY INTRINSICALLY MOTIVATED, SO THIS ISN'T SOMETHING YOU HAVE TO LEARN, BUT IT IS ALWAYS VALUABLE TO PAY ATTENTION TO OUR MOTIVATIONS.

SELF-EFFICACY IS ANOTHER TERM THAT MAY REQUIRE A DEFINITION. SELF-EFFICACY IS THE CONFIDENCE THAT COMES FROM SETTING AND ACHIEVING GOALS. IT IS THE BELIEF AND INNER KNOWLEDGE THAT YOU HAVE THE SKILLS AND ABILITIES NECESSARY TO ACCOMPLISH TASKS. THIS IS A KEY FACTOR IN EXPRESSING PERSONAL AND BRAND AUTHENTICITY AS IT IS THE FOUNDATION FOR THE CONFIDENCE REQUIRED TO DO AS WE SAY WE WILL DO.

TOGETHER THESE ELEMENTS, COMBINED WITH SELF-AWARENESS, PROVIDE US WITH THE FOUNDATION NECESSARY TO EMBRACE OUR OWN AUTHENTIC VOICE AND SHARE IT FEARLESSLY.

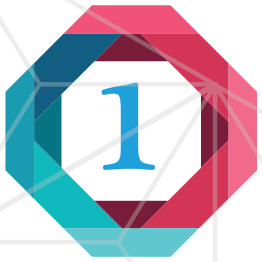
*In essence,
authentically expressing
our unique and
ethical selves.*

Our Greatest Assets

can surprise us!

WE ALL KNOW THAT OUR AUDIENCES WANT TO WORK WITH INFLUENCERS, THOUGHT LEADERS, AND ENTREPRENEURS THAT SHARE THEIR VALUES AND VISION. TO GROW OUR BUSINESSES WE MUST EXPRESS OUR OWN VALUES AND CONSISTENTLY DEMONSTRATE ALIGNMENT WITH THEM. WE HAVE TO BE SINCERE. TO DO SO, VULNERABILITY AND THE QUIRKS OF OUR DEEPEST PASSIONS ARE TRULY OUR GREATEST ASSETS.

THE THREE EXERCISES ON THE PAGES THAT FOLLOW PROVIDE USEFUL TOOLS TO HELP YOU UNCOVER AND SHARE THE MOST AUTHENTIC EXPRESSION OF YOUR UNIQUE VALUES, VULNERABILITY, AND VOICE. RECOGNIZING YOUR BEHAVIOR AND MOTIVATION, UNDERSTANDING HOW YOU EXPRESS WHAT'S MOST IMPORTANT TO YOU, AND BEING CLEAR ABOUT THE WAYS YOU ENHANCE THE WORLD WILL MAKE MAKING SHARING YOUR INDIVIDUAL VALUE PROPOSITION SO NATURAL THAT YOU WON'T HAVE TO SPELL IT OUT FOR YOUR AUDIENCE.



Exercise: *Daily Inventory*

This is the single-most valuable exercise for anyone focused on self-development.

AT THE END OF EACH DAY, REVIEW THE EVENTS OF YOUR DAY. NOTE WHERE YOU HAD SUCCESSES, WHERE YOU WERE CHALLENGED, AND CONSIDER HOW YOU COULD HAVE DONE A LITTLE BETTER. INCLUDE NOTES ABOUT THINGS YOU FEEL GRATEFUL FOR.

AFTER A WEEK OF RECORDING DAILY INVENTORY, YOU WILL HAVE A PRETTY GOOD IDEA OF THE AREAS YOU ARE DOING WELL IN AND THE ONES RIPE FOR IMPROVEMENT. YOU WILL ALSO HAVE A CLEARER PICTURE OF WHAT TRULY MOTIVATES YOU TO ACTION. THIS SELF-AWARENESS CAN LEAD TO DRAMATIC POSITIVE CHANGE.





Exercise: *Audit the Gap*

(BETWEEN WHO YOU ARE AND WHO YOU THINK YOU ARE)

ON A SHEET OF PAPER, WRITE 7-10 OF YOUR KEY CHARACTERISTICS AND RATE YOURSELF ON A SCALE OF 1-5 (1 IS SOMEWHAT ALIGNED, 5 REPRESENTS PERFECT ALIGNMENT).

WHEN YOU HAVE FINISHED, ASK FOR RESPONSES FROM FAMILY MEMBERS, TRUSTED FRIENDS, AND COLLEAGUES. GIVE EACH PARTICIPANT A SHEET WITH YOUR KEY CHARACTERISTICS LISTED AND ASK THEM TO RATE YOU.

COMPARE THESE RATINGS TO THE RATINGS YOU GAVE YOURSELF TO GET AN IDEA OF HOW CLOSE YOUR PERCEPTION OF YOURSELF IS TO THE PERCEPTION OTHERS HAVE OF YOU.

IDEALLY, AND TO GET A GOOD BASELINE, YOU SHOULD CONSIDER HAVING SEVERAL PEOPLE RATE YOU. YOU WILL GET THE BEST RESULTS IF YOU SOLICIT FEEDBACK FROM PEOPLE WHO RELATE TO YOU IN DIFFERENT WAYS. FOR EXAMPLE, ASK YOUR SUPERVISOR, A COLLEAGUE, AND SOMEONE WHO REPORTS TO YOU, IN ORDER TO GET A MORE ROUNDED PORTRAIT.

AFTER YOU ESTABLISH THE BASELINE, MONTHLY RATING MAY ONLY INCLUDE FEEDBACK FROM A SINGLE PERSON. AS YOU GET MORE ALIGNED, YOU'LL ONLY NEED TO DO THIS ON AN ANNUAL BASIS.





Exercise: *Know your Value*

IN YOUR JOURNAL, AS A SECOND STEP IN THE DAILY INVENTORY, MAKE A LIST OF THE WAYS YOU ADD VALUE IN THE WORLD EACH DAY.

THIS CAN BE AS SIMPLE AS HELPING THE NEIGHBOR CARRY GROCERIES IN OR HELPING YOUR CHILD FIGURE OUT MATH HOMEWORK. THIS CAN ALSO BE AS INTANGIBLE AS TALKING A FRIEND DOWN FROM AN EMOTIONAL BRIDGE. TRY TO THINK OF ANYTHING SOMEONE COULD POTENTIALLY SEEK YOU OUT OR THANK YOU FOR. SCAN ALL AREAS OF YOUR LIFE INCLUDING FAMILY, CAREER, AND SOCIAL. LIST AT LEAST 5 ITEMS EACH DAY.

AS YOU LOOK OVER THESE VALUE STATEMENTS AT THE END OF A MONTH, YOU'LL BEGIN TO SEE PATTERNS. BE SURE TO ADD NOTES ABOUT THE SITUATIONS IN WHICH PEOPLE IN YOUR LIFE MAKE NOTE OF YOUR UNIQUE VALUE.

FEEL FREE TO SOLICIT FEEDBACK ABOUT THIS EXERCISE, AS WELL. THIS WILL GIVE A CLEAR PICTURE OF THE WAY THE PEOPLE IN YOUR DAILY LIFE THINK YOU ADD VALUE. IT CAN BE EXTREMELY ILLUMINATING. SOMETIMES THE THINGS THAT COME EASILY TO US ARE THE ONES OTHERS FIND MOST REMARKABLE. REMEMBER, JUST BECAUSE IT IS EASY FOR YOU, DOES NOT MEAN THAT IT IS NOT OF GREAT VALUE TO OTHERS.



Navigating Your Entrepreneurial Journey

AT THE HEART OF OUR CULTURE'S CURRENT OBSESSION WITH AUTHENTICITY, IS A DEEP FEAR OF THE VULNERABILITY REQUIRED TO EXPRESS OUR TRUE SELVES. AND WHILE THERE IS NO ROAD MAP TO ALIGNING YOUR WORDS AND DEEDS, THE EXERCISES IN THIS WORKBOOK ARE DESIGNED TO HELP YOU FIND A BETTER BALANCE AND SHARE MORE OF YOUR UNIQUE GIFTS AND VISION.

EVERY ENTREPRENEUR'S VOICE AND PATH IS DIFFERENT, IT IS ALL ABOUT LEARNING TO LISTEN TO YOUR INTERNAL COMPASS.

BELOW ARE SEVERAL ADDITIONAL SUGGESTIONS FOR EXPRESSING THE AUTHENTIC VOICE OF YOUR BRAND AS AN INFLUENCER, THOUGHT LEADER, OR ENTREPRENEUR.

- PROMOTE THINGS YOU LOVE AND BELIEVE IN, DON'T SPEND YOUR LIMITED & VALUABLE ENERGY ON THINGS YOU DON'T LOVE.
- DON'T BE AFRAID TO ADMIT MISTAKES OR SHORTCOMINGS. VULNERABILITY (COMBINED WITH POSITIVE ACTION) IS A LOYALTY-INTENSIFIER.
- PASSION IS CONTAGIOUS! SHARING YOURS LEADS TO RESPECT AND ENGAGEMENT!
- DON'T SAY IT, LIVE IT!
- CONFIDENCE, OPEN-MINDEDNESS, AND SELF-KNOWLEDGE CAN BOOST YOUR SUCCESS FASTER THAN ADS.
- GIVE AND RECEIVE IN PROPER MEASURE. ALWAYS BE GIVING IN YOUR BUSINESS, BUT ALSO LEARN TO SET APPROPRIATE BOUNDARIES AND ASK FOR HELP WHEN YOU NEED IT. IT'S ALL ABOUT BALANCE,
- TAKING A MEDIA DIET CAN BE LIFE-AFFIRMING! TAKE TIME TO BE QUIET, SOME OF THE BEST INSIGHTS COME FROM SILENCE.

*Finally, follow your bliss.
exc. For real.*

SEEK JOY AND INSPIRATION. MOVE IN THE DIRECTION OF THE THINGS THAT EXCITE YOU AND YOUR MOST AUTHENTIC PASSION WILL ALWAYS SHINE THROUGH!



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