



BY ANJANA REGMI

WORKBOOK

DEVELOPING PERSONAL BRAND AWARENESS

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A NOTE FROM THE AUTHOR

WELCOME, MY BEAUTIFUL FRIEND.

If you want to develop yourself to your fullest potential, you must master the art of personal brand awareness..

On this path of personal exploration, you'll discover both positive and negative things about yourself.

Some of them may surprise you.

Personal brand awareness.. involves not just knowledge of your strengths and weaknesses, but also the ability to observe your thoughts.

**"The final
mystery is
oneself."**

Oscar
Wilde

Anjana Regmi

Anjana Regmi
Opportunity Designer at
AnjanaRegmi.COM



CHECKLIST ONE

TICK AS YOU GO

INSTRUCTIONS: This is developed to help you stay on track with your progress and to allow yourself to feel proud of your accomplishments.

Complete each section and tick as you go.

- READ INTRODUCTION
- COMPLETE SECTION 1
- COMPLETE SECTION 2
- COMPLETE SECTION 3
- COMPLETE SECTION 4
- REVIEW MY ANSWERS
- UPLOAD TO COMPUTER
- SEND TO MY COACH
- HAVE A GLASS OF WINE!
- ENJOY THE REST OF MY DAY

SECTION *workbook* ONE



SECTION ONE

DISCOVER YOUR TRUE SELF

Do you identify yourself with your vocation or your role in your family or society?

This is not your true self.

Uncovering this self entails peeling away the many layers of your thoughts and beliefs until you get to divine core.

Before you embark on this journey, though, you should first want to see your true self.

Then, when you find you dislike about yourself, you can change them, and hone those characteristics you find constructive.



WORKSHEET 1

TURN THE SPOTLIGHT WITHIN

The world is your mirror.

Bearing this in mind will help you develop personal branding awareness.

You'll probably notice that at some level others reflect traits that you have within yourself, and that can sometimes make you feel uncomfortable.

Detail a situation in your life where someone may have been exhibiting a trait you recognise within yourself.

What can you do with this knowledge and self-discovery?

Three large, empty rectangular boxes with a light pink background, stacked vertically, intended for writing answers to the questions above.

SECTION *workbook* TWO



WORKSHEET 2

WHAT TO LOOK FOR WHILE DEVELOPING SELF-AWARENESS

When you're self-aware, you know your goals.

You understand what contributes to your happiness or sadness.

You're deeply in touch with your values, beliefs, strengths, and limitations.

You're also aware of your achievements and your difficulties, as well as how you relate to others.

Write down the following:

GOALS:

A large, empty rectangular box with a light pink background, intended for writing down goals.

Things that make you happy

A large, empty rectangular box with a light pink background, intended for writing down things that make you happy.



WORKSHEET 2

WHAT TO LOOK FOR WHILE DEVELOPING SELF-AWARENESS

Things that make you sad:

Your values: ambitions, equality, integrity, responsibility, dedication, honesty, etc.

Your beliefs: you only live once; all people are created equal, etc.



WORKSHEET 2

WHAT TO LOOK FOR WHILE DEVELOPING SELF-AWARENESS

Your achievements and what you learned about yourself from them:

A large, empty, light pink rectangular box intended for writing about achievements and lessons learned.

Your challenges and what you learned from them:

A large, empty, light pink rectangular box intended for writing about challenges and lessons learned.



WORKSHEET 3

BE AWARE OF YOUR MOTIVATION

Think about what motivates your actions and words.

Whom do your actions benefit?

Could they harm anyone? Do they?



SECTION TWO

DISCOVER YOUR PERSONALITY

You spend every minute with yourself, but you don't know yourself as well as you think.

You love to decide yourself, whether you realise it or not. As they say, "You can't handle the truth."

Unfortunately, if you don't know yourself, it's hard to make progress. It's like driving a car that doesn't run well, but you refuse to look under the hood. These are issues under your hood that are in your way!

Before I begin, let me make a disclaimer.

I DO NOT recommend taking personality tests. Majority of these tests box you in a pre-determined logical order or give you a label that may contradict with your beliefs and values.

Please use it at your discretion.



WORKSHEET 4

BE AWARE OF YOUR MOTIVATION

Think about what motivates your actions and words.

Whom do your actions benefit?

Could they harm anyone? Do they?



WORKSHEET 5

DISCOVER YOUR TYPE AND PREFERENCES

Determine whether you're an extrovert or introvert.

Are you a blend of both? If so, note down examples of both states.

Instances when you're introverted:

Instances when you're extroverted:



WORKSHEET 6

HOW TO WARMUP YOUR FLEXIBILITY MUSCLE

Learn how to master various situations by exercising your flexibility muscle.

Sign your name with your dominant hand.

A large, empty, light pink rectangular box is provided for the user to sign their name with their dominant hand.

Sign your name with your other hand:

A large, empty, light pink rectangular box is provided for the user to sign their name with their other hand.

if you practice writing with your other hand, you'll find it gets easier. Gradually you can extend this flexibility to other areas of your life. This will expand your possibilities.

SECTION *workbook* THREE



SECTION THREE

ACKNOWLEDGE YOUR TRUE SELF

"WHAT THE BLEEP DO WE KNOW?"

Watch this documentary.

It helps you become more self-aware by combining spirituality with quantum physics.

It demonstrates how our beliefs can create our circumstances and how we can affect water with thoughts, words and music.

In some way, we're interconnected with everything in our world.

Keep in mind that our bodies are mostly composed of water.

Imagine, if you can affect water so easily, how readily your body would respond to positive thinking.

In becoming more self-aware to acknowledge your true self, you truly can manifest whatever you want!



WORKSHEET 7

ACKNOWLEDGE YOUR LIMITATIONS

Accepting limitations requires courage.

Take the time to look deep into yourself and write them down right now.

Be aware of your limitations without judgement every time they appear.

Allow yourself just to be, as you are today. Awareness is the first step towards change.

HOW YOU FEEL NOW

A large, empty, light pink rectangular box intended for writing the user's current feelings.

HOW YOU WANT TO FEEL IN
THE FUTURE

A large, empty, light pink rectangular box intended for writing the user's desired future feelings.



WORKSHEET 8

PERCEPTION IS THE KEY

Even a challenging situation can be transformed into good if you perceive it that way.

Write down a recent challenge in your life and reflect on how you can turn it into something positive.

BEFORE



AFTER

SECTION *workbook* FOUR



SECTION FOUR

HOW TO BE YOUR BEST SELF

Being an entrepreneur is sometimes challenging. There are too many expectations to be good at almost everything but are strapped for time.

If you're an entrepreneur, try these ideas to successfully undertake self-awareness and self-improvement activities.

Assess your needs and limitations and make a decision about what you need to learn.

What will add most to your life or your business?

Entrepreneurs are short for time, so it's important to make a wise decision about how to spend your self-improvement time and resources.

Before investing heavily on courses that you think will be useful, focus on your strengths and hone your skills.

Focusing on your accomplishments will help you reflect on your strengths and where you used your skills to derive the results that made you happy. Same applies with identifying your limitations - it helps to ask yourself, "What would most benefit my life or happiness?"



WORKSHEET 9

IDENTIFY YOUR STRENGTHS

Consider your strengths.

Jot down your strengths

A large, empty rectangular box with a light pink background, intended for writing down personal strengths.

How they contribute to the
happiness of others

A large, empty rectangular box with a light pink background, intended for writing about how one's strengths contribute to the happiness of others.



WORKSHEET 10

IDENTIFY YOUR STRENGTHS

List your achievements. List ten accomplishments below. Next to each, note down the new things you learned as a result:



WORKSHEET 11

HABITS AUDIT

Make a note of your preferences and habits.

Write down your preferences and habits so you're aware of them and can change them if they don't serve you.



SECTION *workbook* FIVE



SECTION FIVE

THINGS TO WATCH FOR WHEN THERE'S CONFLICT

Whenever you find yourself in a conflicting situation, think about whether you're trying to prove you're right.

Are you jelly at times? What do you do with these emotions?

This is the foundation of ego.

Check for negative emotions such as jealousy and anger whenever you feel stressed out.

As a freelancer in 2001, I would feel super jealous when I'd see posts and engagements of people in my niche. I thought something was wrong with me!

But, then, I learned that jealousy is a powerful emotion.

it meant that I was seeing an example of what I wanted.

What a realisation, eh?

Now, whenever I'm feeling a little jelly, I thank that person for showing me what's possible.

How have you dealt with feelings of jealous or when there's a conflict with your congruent self?



WORKSHEET 12

MANAGING CONFLICTS

What conflicts are you facing today?





WORKSHEET 12

MANAGING CONFLICTS

How is your ego causing some of the stress of this conflict?

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Can you think of a way to reduce the conflict by working on your emotions within?

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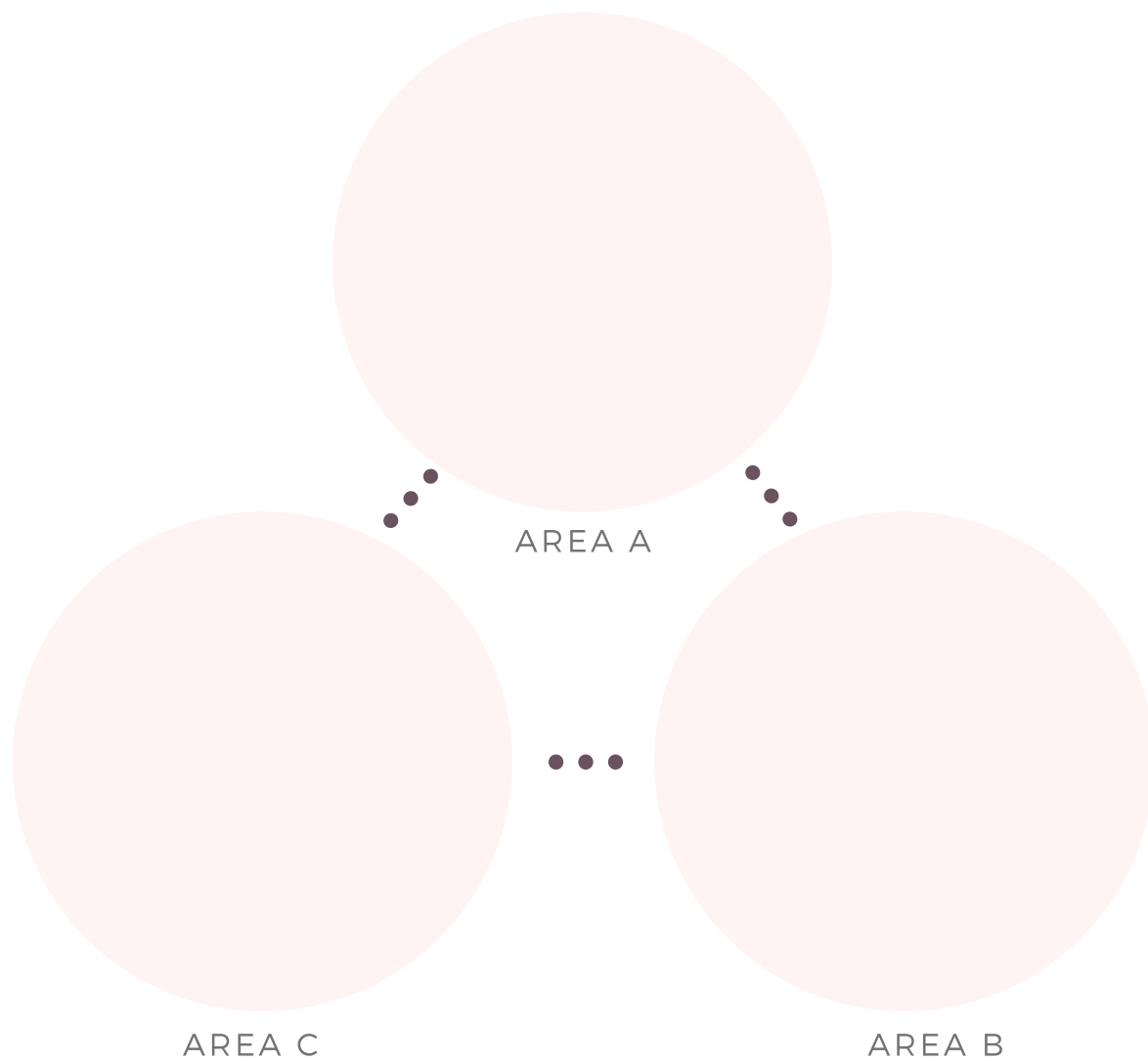


WORKSHEET 13

KEEP A JOURNAL

Writing areas you want to focus, your thoughts and actions down every day is the best way to develop your self-awareness. Be disciplined about it and you'll be able to understand yourself much better.

Start a journal today!





WORKSHEET 13

What can you do NOW with the resources that you already have that'll take you one step closer to your goals?

PLAN YOUR WEEKLY ACTIONS HERE

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
MON				
TUES				
WED				
THURS				
FRIDAY				



WORKSHEET 14

WAYS TO DEVELOP SELF-AWARENESS

Apart from learning from your mistakes and those of others, do the following:

Maintain a set of values that you appreciate. Cultivate traits such as humility and honesty.

Some values that you wish to cultivate.

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WORKSHEET 14

WAYS TO DEVELOP SELF-AWARENESS

Read self-help books. Seek out good books on personal development and put what you learn into practice. Research some good books that interest you in the area of self-development.

What books will you read?

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WORKSHEET 14

WAYS TO DEVELOP SELF-AWARENESS

Seek the company of others who are becoming more self-aware. Developing self-awareness can be much easier in the company of those who are also working on it.

Also, like-minded seekers can guide you and help keep you focused. Look for online forums and in your church or community organisations members.

What are the possible places for you to try? Make a list.

A large, empty rectangular area with a light pink background, intended for the user to write their list of possible places to try.



WORKSHEET 15

THE PRACTICE OF FOCUSING

Are you in turmoil right now? If the answer is yes, take a step back and write down what's bothering you.

Don't worry about the details.

Just go with the overall feeling. Write down each thought that comes to you.

This exercise will help you feel less emotional and objective about the situation with possible positive affirmations to reframe your thinking.

NEGATIVE THOUGHT:



POSITIVE AFFIRMATION:

NEGATIVE THOUGHT:



POSITIVE AFFIRMATION:

NEGATIVE THOUGHT:



POSITIVE AFFIRMATION:

CONCLUSION

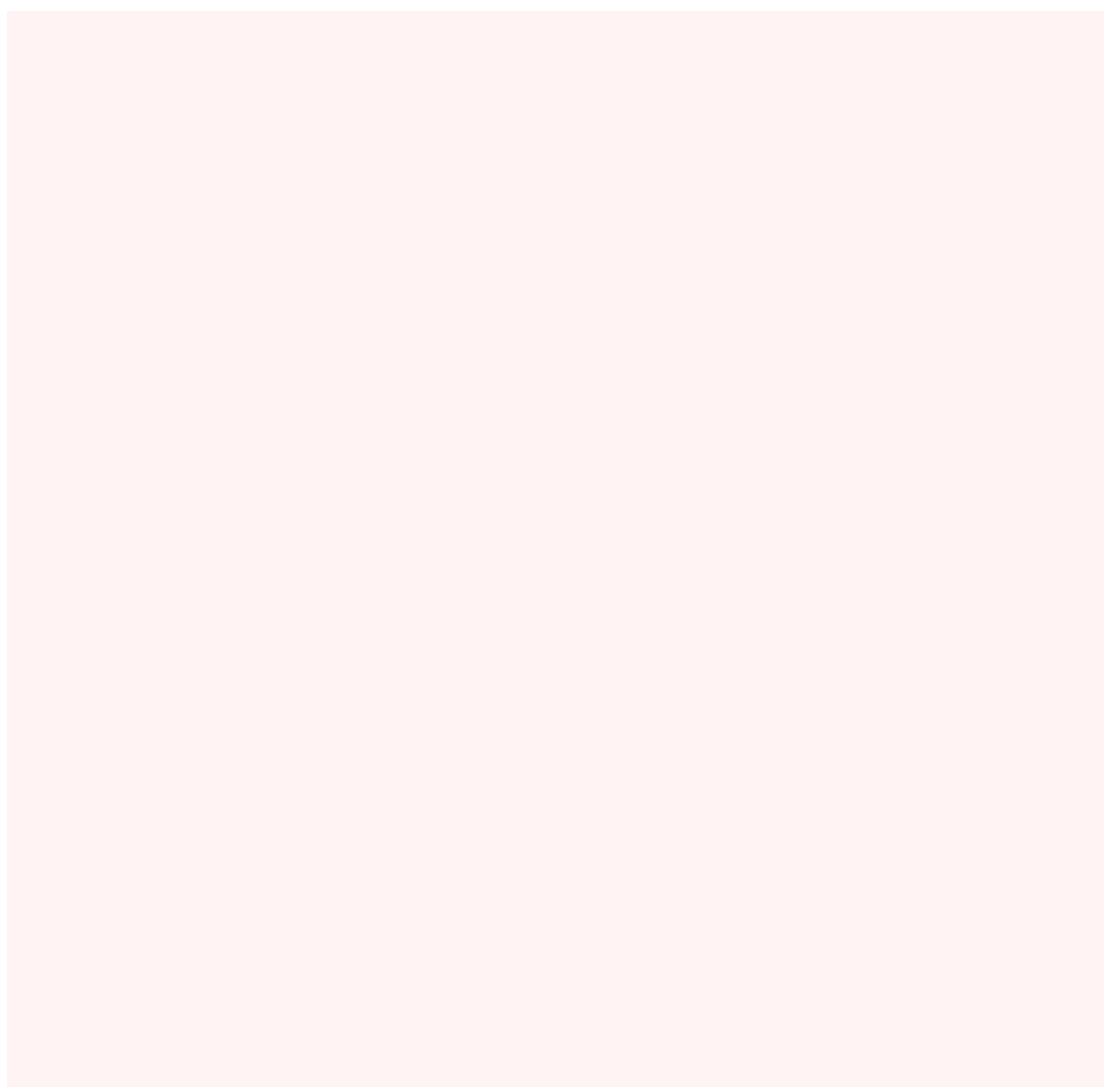
By practicing some or all of these suggestions, you can begin to cultivate self-awareness.

With greater knowledge of yourself, you will live a richer and more fulfilling life!



ADDITIONAL NOTES

FINAL THOUGHTS





MEET THE AUTHOR

ANJANA REGMI

A multiple academic and social justice awards winning expert Anjana Regmi is the Founder of Mutual Learning Academy & Kundalini - Centre for Natural Therapies & Soulful Coaching. As a Business Consulting expert and a Certified Master Neurolinguistic Programming and Matrix Therapies Practitioner, Anjana works with the multicultural communities on women's leadership and empowerment programs that includes multimillion dollars, multiyear, multinational projects.

In her most important role, Anjana is a mother of two school-aged children and a 1.5 years old jug (a whimsical combination of a Jack Russel & Pug).

“If you've wanted to become a social influencer or develop personal branding, then you must practice it.”

HAVE QUESTIONS?

2/23 Foster St, Surry Hills, Sydney, NSW 2010
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A woman with dark hair, wearing a white lace dress and large earrings, is smiling. The image is overlaid with a semi-transparent grey filter. The quote is centered in white, bold, uppercase letters.

**THE FUTURE
BELONGS TO
THOSE WHO
BELIEVE IN THE
BEAUTY OF
THEIR DREAMS.**

ELEANOR ROOSEVELT