



Embody A New Identity In Business

HOSTED BY VICTORIA JACKSON

Welcome to the **Embody A New Identity - Business Edition** workshop.

Over the next 2 hours we are going to be using a series of writing exercises and NLP techniques to help you move into the vision board version of you; the version of you that is already inside waiting to be ignited.

Why have I chosen to host this workshop? Because over the last six months, I have personally focused on shifting my own identity in business.



I HAVE SHIFTED FROM:

Someone who felt so much perfectionism around video content, I would spend hours filming myself only to delete all footage

To someone who films and posts within minutes

Someone who didn't feel worthy of being seen as a leading expert in my field and author of two books

To someone who now believes so is worthy of standing alongside my industry peers

Someone who wouldn't even do a Zoom in 2020 because I was so afraid of public speaking

To someone who has recently agreed to speak on stage in front of 1600 people

Someone who was still doing things in business to appease others

To someone who has created strong boundaries around the access people have to me and cutting out anything that no longer feels aligned

Someone who neglected themselves in every sense

To someone who now puts mental, physical, emotional and spiritual health at the forefront of everything I do, in turn being in the best state of health since 2018

agenda

- What Is Your Identity + How Does It Affect Your Business Growth
- Unearthing Your Current Identity
- EFT Tapping To Release Old Energy
- Release The Fear Of Rejection
- Crafting Your New Identity
- Installing A New Image of Identity In Your Subconscious
- Crafting Your Next Step



WHAT IS YOUR IDENTITY + HOW DOES IT AFFECT YOUR BUSINESS GROWTH

Our identity is essentially how we perceive ourselves. It is the collection of beliefs we hold about our abilities and worth. This can include how much value we place on ourselves, how we see our appearance and personality, and our ability to take action towards our goals.

Limiting parts of our identity can be formed from:

- early childhood experiences
- comparisons to siblings or friends
- social interactions
- criticism from parents, teachers or guardians
- repeated exposure to negative feedback
- black and white thinking or overgeneralizing thought patterns
- rejection, loss, or perfectionism, to name a few

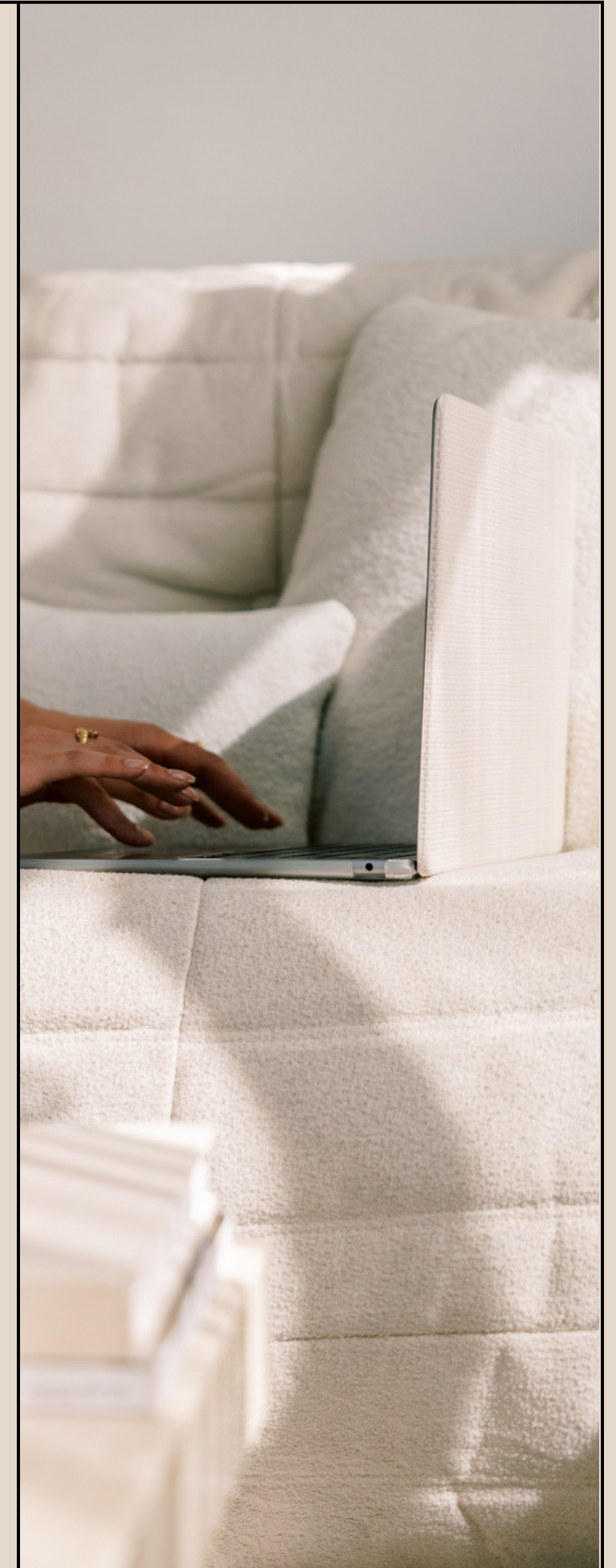


THE LOGICAL LEVELS OF CHANGE

When people decide to change and form new habits, they often start with:

Actions > Emotions > Beliefs > Stories > Identities

- Actions: The person decides to start exercising regularly. They join a gym and commit to working out three times a week.
- Emotions: Initially, they feel motivated and excited about their new routine. However, over time, they might start feeling tired, bored, or frustrated.
- Beliefs: These emotions might lead them to believe that exercising is too hard or not enjoyable.
- Stories: They start telling themselves that they are just not a "gym person" or that they have never been good at sports.
- Identities: Eventually, they identify themselves as someone who is not fit or not athletic. This identity reinforces their difficulty in sticking to the routine, and they may give up.



Instead, beginning with your identity creates a shift at the deepest level. As a result, the actions we take become a natural byproduct of our new core identity:

Identity > Stories > Beliefs > Emotions > Actions

- Identity: The person starts by seeing themselves as a healthy and active individual. They identify as someone who values fitness and well-being.
- Stories: They tell themselves stories about being someone who enjoys moving their body, feels energised by exercise, and is committed to long-term health.
- Beliefs: These stories foster beliefs that exercising is an integral and enjoyable part of their life, that they are capable of maintaining a routine, and that they thrive on physical activity.
- Emotions: Positive beliefs generate positive emotions. They feel confident, motivated, and proud of their commitment to fitness.
- Actions: As a result, the actions (regular workouts) come naturally. They are not forced or reliant on sheer willpower because the person's identity supports these actions.





Unearth Your Current Identity

journal prompt

Write down 5 words or sentences to describe the parts of your current identity in business that are positively serving you:

(For example: confident, warm, creative, motivated, organised, resilient, curious, adaptable, great listener, articulate, can see the bigger picture, solution focused, multi-tasker, clear communicator, empathetic, strong moral grounding)

1.30 minutes



journal prompt

Write down 5 words or sentences to describe the parts of your current identity that are limiting you and holding you back from being the business owner you know you can be:

(For example: unorganised, unmotivated, resistant to change, lack mindset, perfectionist, procrastinator, indecisive, neglectful of self-care, fearing rejection, lacking consistency, not taking action, scarcity mindset, following the “should’s”)

1.30 minutes



journal prompt

What repeating stories are you programming into your subconscious that simply don't have to be true?

“I’m not polished enough to be taken seriously”

“I haven’t manifested enough to be teaching about manifestation”

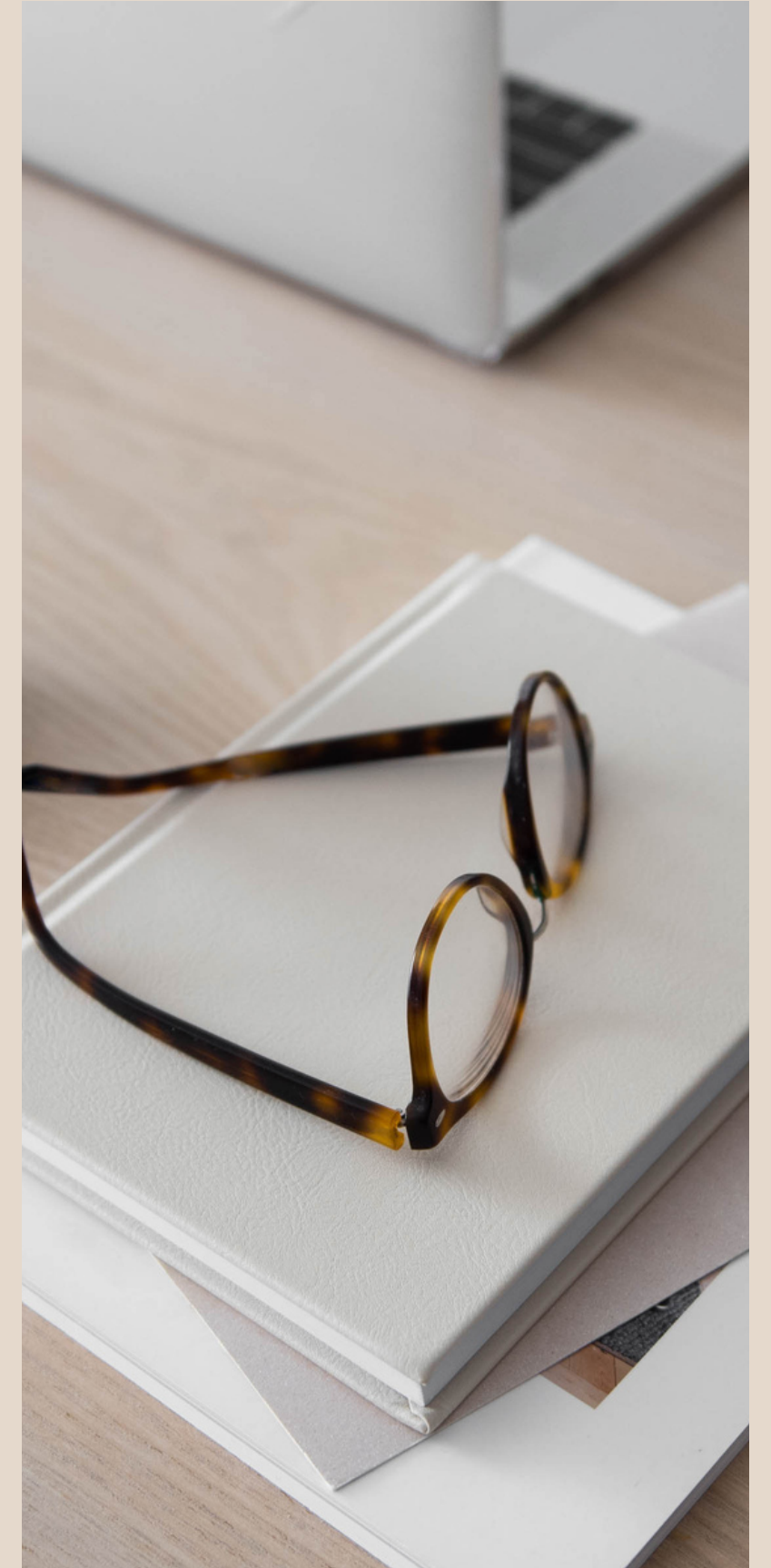
“People will judge me for my accent”

“I don’t know enough to be a leader in my industry”

“I need to play and stay small so I can be relatable”

“My video content isn’t good enough - there’s no point”

3 minutes



journal prompt

What are the consequences in your business if you continue in this current identity? What don't you achieve? What doesn't happen?

3 minutes



journal prompt

What do you fear happening if you step into a new identity and become the business owner you dream of being?

3 minutes





EFT Tapping To Release Old Energy

Before we begin, find a quiet and comfortable space where you can fully focus on this EFT tapping session. Take a few deep breaths to center yourself.

As you tap, repeat the phrases and affirmations after me, and envision yourself releasing what is holding you back from shifting identity and then programming in more empowering, transformative phrases...

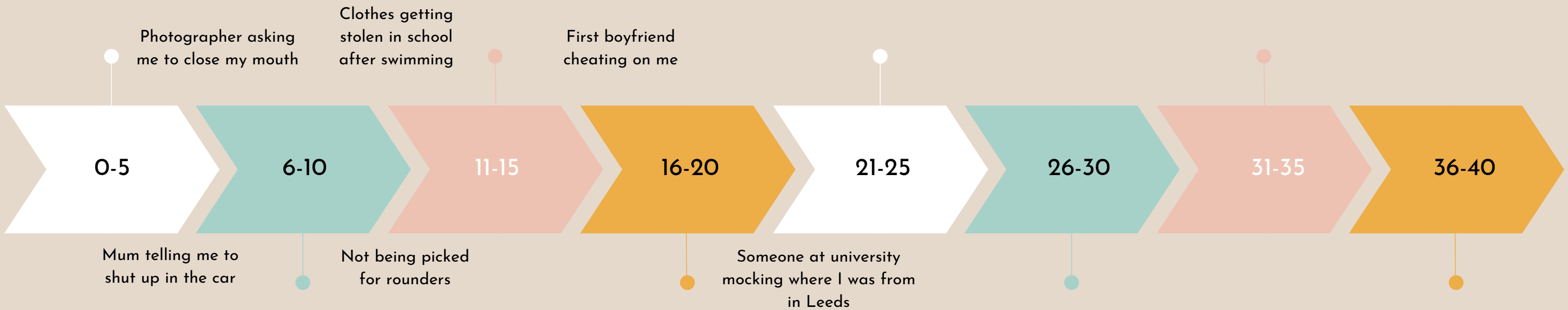




Release The Fear Of Rejection

Take a piece of paper and draw a timeline of your life, marking ages from 0 to your current age in 5-year increments, as shown in the diagram here.

Ask your subconscious to reveal memories linked to the fear of rejection. Your subconscious has every memory stored, even from when you were in the womb, and can reveal exactly what you need to know. Trust any thoughts that come to mind before you have time to dismiss them.



TIMELINE THERAPY FOR OVERCOMING FEAR OF REJECTION

Find a comfortable and quiet place where you can relax and focus. Close your eyes and take a few deep breaths to centre yourself.

Today we're going to explore and address past experiences that may have contributed to your fear of rejection. By visualising your timeline, we will revisit and reframe these events, reducing their emotional impact on your present.





Crafting Your New Identity

journal prompt

What are your daily habits in this new identity and chapter in business?

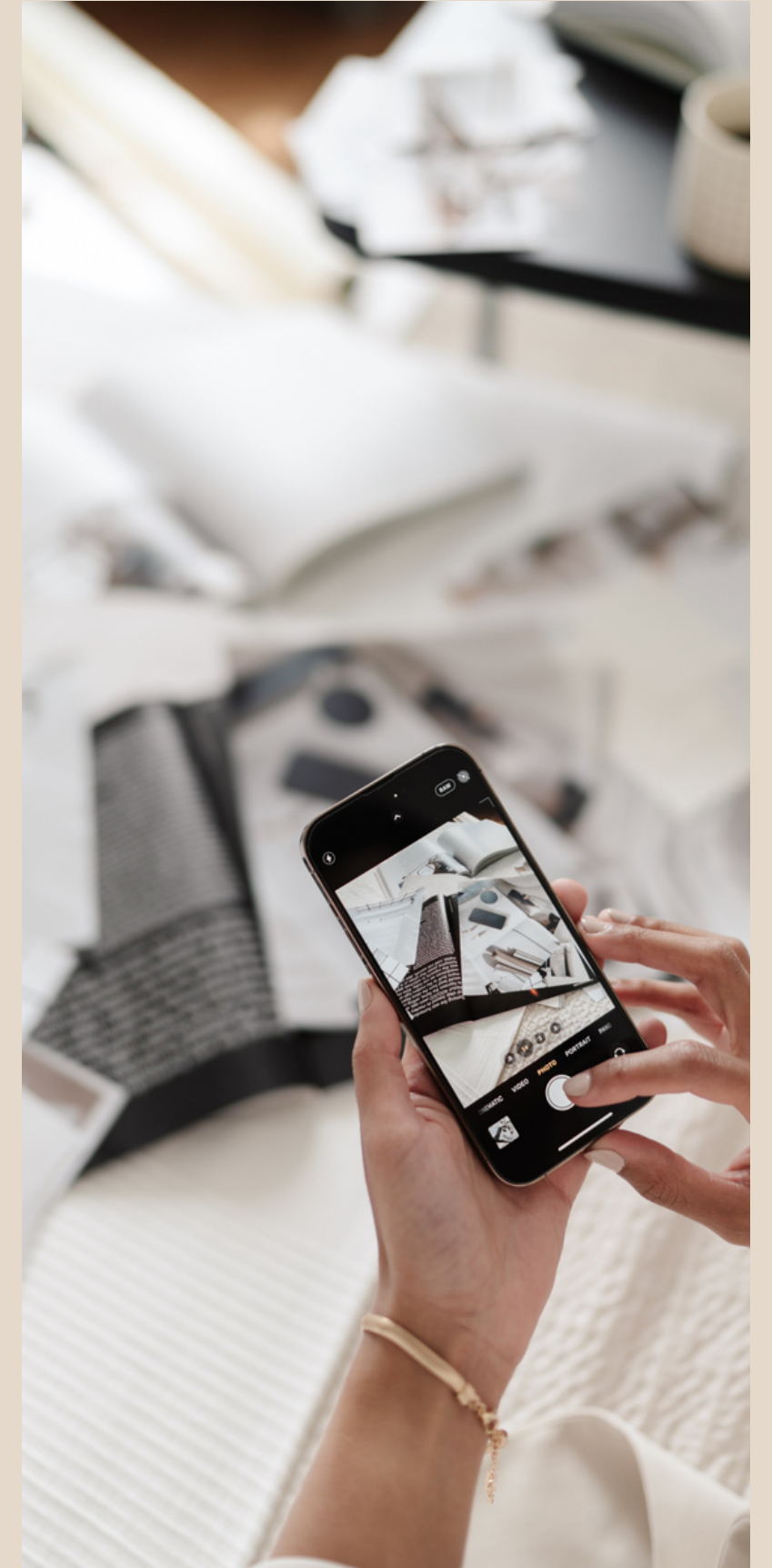
2 minutes



journal prompt

How do you show up in your business? What energy do you tap into each day?

2 minutes



journal prompt

How do you deal with “failure” in this new identity?

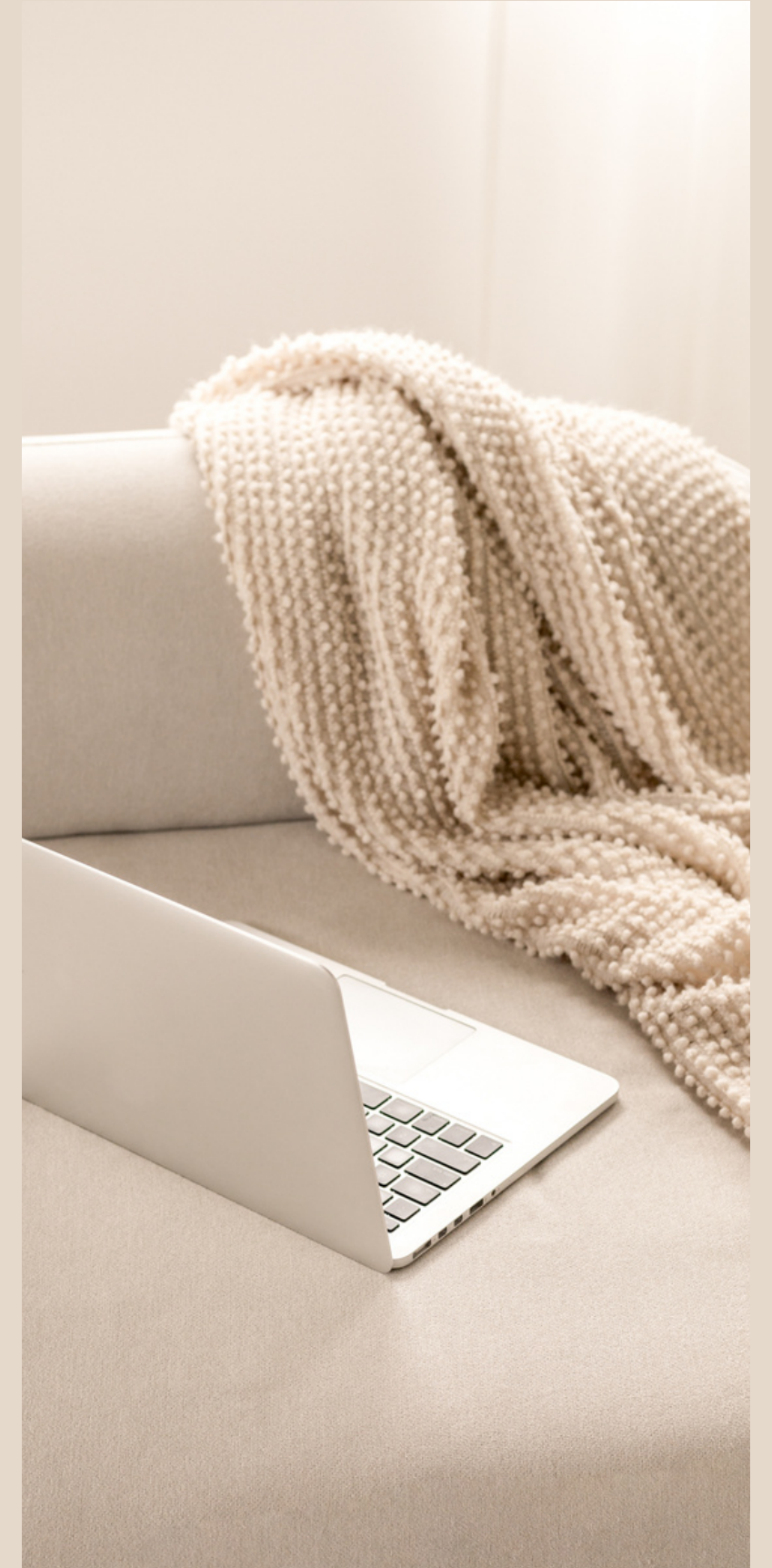
2 minutes



journal prompt

Describe your money mindset with this new identity?

2 minutes



journal prompt

What does this version of you do despite the fear?

2 minutes



journal prompt

With this new identity installed, how do you take care of your mental, physical, emotional and spiritual health?

2 minutes



journal prompt

What small habits are you going to begin with to build trust in this new identity?

2 minutes



Taking our discoveries from these journal prompts, let's create a powerful series of **I Am The Person Who...** affirmations to program the subconscious mind.

- I am the person who stays consistent even when times feel challenging
- I am the person who puts herself forward for opportunities
- I am the person who knows I thrive in business when I focus on my health and wellbeing
- I am the person who can work out how to do anything because I am capable
- I am the person who takes action straight away on a download from the Universe
- I am the person who shows up and shares her offers
- I am the person who isn't afraid to repeat herself

(5 minutes)



SWISH PATTERN TECHNIQUE

We are now going to step into the version of us that easily and effortlessly achieves her goals and takes on these habits and behaviours we have just journalled about today.

And instead of it feeling forced and like “I have to do these things”, it actually just becomes who you are.

So a great example is, let's say Taylor Swift. We would never have to force her to go sing, or record an album, or go perform on stage, because that's just who she is. She identifies as a performer, as a global superstar, that's just who she is.



Swish Pattern Technique takes an image of our old self, sees where we store it in our mind, and just by **CHANGING** where we store that image or experience, we can change the way we see ourselves and the world.

Let's begin with the Swish Pattern Technique...





Crafting Your Next Step

Think about the new identity you have stepped into:

- What downloads are you receiving from the Universe?
- What ideas are coming to you?
- What is your energy calling you to do now?

Use this time to make a list of promises to yourself and the Universe of how you are moving forward in your business with this new identity...

What is one thing you can do as soon as you get off this call?

5 minutes



Thank You

the
collective
MEMBERSHIP

CONTACT



hello@themanifestationcollective.co



www.themanifestationcollective.co



@themanifestationcollective