

# ICONIC

Influencer Branding  
with  
Presence, Clarity  
and Mindset

LOUISE WILLIAMS

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# INFLUENCER TRANSFORMATIONS: FOR MULTI-PASSIONATE SPEAKERS, MENTORS & AUTHORS ***DARING TO BE CHANGE AGENTS IGNITORS - DISRUPTORS***

According to Pardot, 80% of consumers say that “authenticity of content” is the most influential factor in their decision to become a follower of a brand. How we define authenticity means everything!

Seth Godin said it best when he referred to authentic brands as being “*consistent, when they act the same way whether or not someone is looking. Someone is authentic when their actions are in alignment with what they promise.*” So how do you remain consistent in your actions and what you stand for, both in your business and personally? This Influencer Transformation Program is intended to raise your presence as an Influencer, while staying true to who you are.

- Do you know what is **YOUR Iconic Message that creates the ripple effect** for your global brand?
- Are you looking for an archetypal level of branding, message and charisma that is **unmatched and totally memorable?**
- Need to **step up into an elite level of positioning** that attracts a higher level of enquiries, referrals and fees?

This **Influencer Transformation program** is designed to level up your positioning, create ways to attract your dream clients and grow your business. The intention is to increase your confidence, and align your presence and influence with your personal brand.

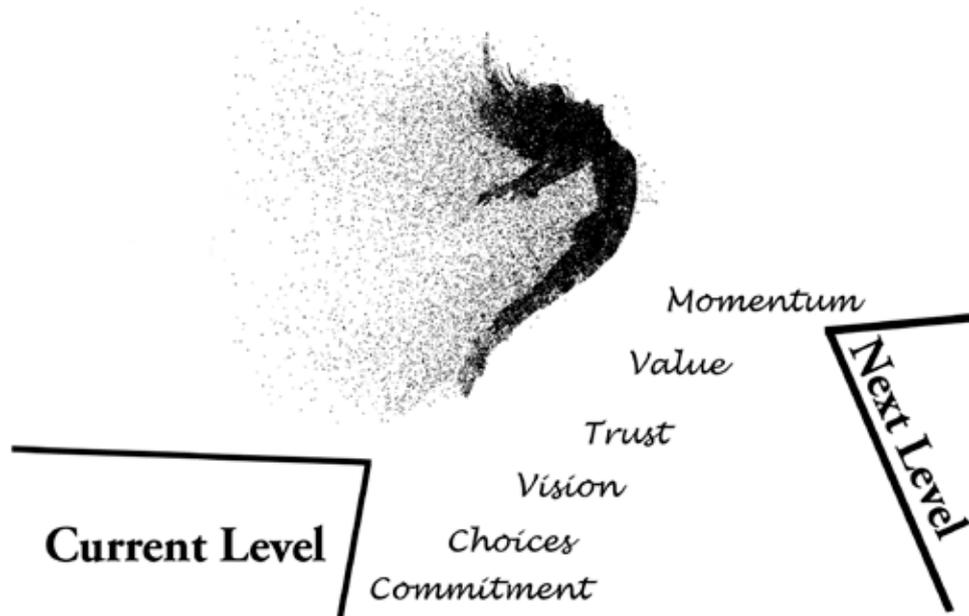
Business Branding doesn't have to be a chore or a mystery as to how you implement effectively in your own marketing.

You need to trust that what unfolds throughout the process of an Influencer Transformation is exactly what you and your business need right now.

Throughout this experience, we provide solutions for how to amplify your most successful version of yourself, without intimidating your future clients and working on your mindset so that you feel less like a fraud in your business.

We want you to propel yourself up into your BIGGER vision for your business.

This process is like standing at the edge of a huge cliff, with wind whipping about your hair and the sun beating down on your face. You can see another cliff edge ahead of you that is higher, and has a much better view! This process is like taking a leap off the edge of that cliff, and propelling yourself upwards and onto that next higher cliff edge! As you start to propel forward, you might freeze, recoil, you might stumble a little or a lot, or you might jump but not have enough momentum so you fall. This is all a natural part of the transformation process. It is what happens when we start to back ourselves, after a lifetime of playing small. Through this process I will be right beside you, supporting you to take that leap! Let's go!



## PERSONAL BRAND JOURNEY

IDENTITY	ACTIVITY	DRIVEN BY	FOCUS ON	POSITIONING	REVENUE GROWTH
INFLUENCER	LEVERAGE	PRESENCE	MOMENTUM	100%	X 10
EXPERT	ALIGNMENT	MINDSET	VALUE	75%	X 5
INNOVATOR	DISCOVERY	CREATIVITY	TRUST	50%	X 2
SEEKER	FRUSTRATION	INTUITION	VISION	25%	X 1.5
HOBBIEIST	AVOIDANCE	EXPERIMENTING	CHOICES	0%	X 1
DRIFTER	DISCONNECTION	CURIOSITY	COMMITMENT	-10%	0

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**The Drifter:** A huge disconnection between your actions and your goals. You have no idea what you want to do and how you want to do it. Weighed down by obligations and day-to-day monotony.

**The Hobbieist:** You are avoiding the basics of a business. You are committing to lots of random 'jobs' and your fees barely cover the cost of doing the work. To raise your revenue growth and positioning, you'll have to make some firm choices from here on in.

**The Seeker:** There is a lot of frustration around what to focus on first to grow your business properly. You're starting to trust your intuition. Up level your positioning and revenue by focusing on your future business vision. Resist the temptation of 'shiny object' workshops and training, that will just keep you distracted from your own intuition and action.

**The Innovator:** With a clear business vision you can dive deep in discovering how to serve your tribe with clear offerings and providing value. You are discovering how to communicate that value clearly and with ease. Your creativity is beginning to intertwine with your work, and you are making your own mark on the industry and becoming known for your innovative thinking. You now need to trust in yourself, your thoughts, the value you bring, and trust in the sequence of steps towards your business vision. That trust needs to become visible and noticeable to others and your tribe.

**The Expert:** There is alignment between your actions, choices, your personal values and those of your business. You are embracing a powerful growth mindset. Your positioning is aligned through your marketing collateral online and offline, within your branding message, your videos and photographs, and the content you are sharing. You need to focus on amplifying the value you provide in as many ways as you can within your business.

**The Influencer:** You are leveraging your thought leadership in your field. With strong personal presence you are sharing innovative value and content with your tribe. Momentum will step you up onto the global stage and move you into an influential stage of practice.

**This Transformational Experience is Ideal for YOU if:**

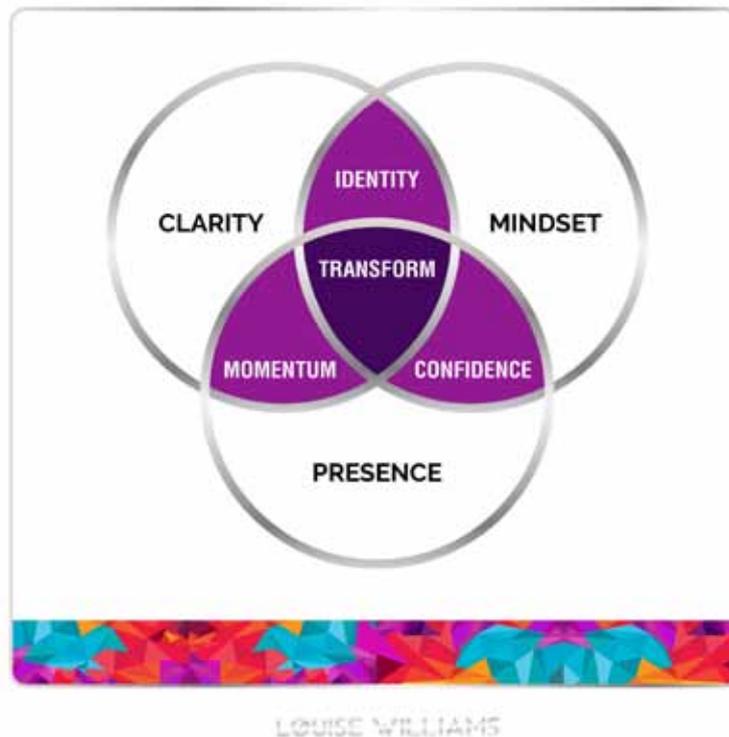
- You are someone who considers themselves to be an Expert, Innovative Entrepreneur, or a Multi-potentialite.
- You are a Keynote Speaker, Author, Mentor, Coach, who wants to stand out from the crowd!
- You are a Real Estate Agent, Accountant, Counsellor, a Creative or Designer, or you develop Online Courses.
- Value the process of transformation and full self-expression.
- Committed to doing the work and stepping up and choosing to stretch yourself.
- Can trust and surrender to parts of the process that are organic and more psychological in nature.
- Open to the challenge of disrupting your status quo and exploring ideas you might not have considered yet.

When working with an aspiring Influencer, I commonly find the following vital factors are missing from their attempts to level up their positioning in their industry:

1. The alignment of their Personal Persona and their Identity as an Influencer.
2. Their level of confidence in themselves, and the depth and power of their message.
3. The momentum they are struggling to build in positioning themselves in a visible way that is authentic and in alignment.

**This Influencer Transformation process can help you:**

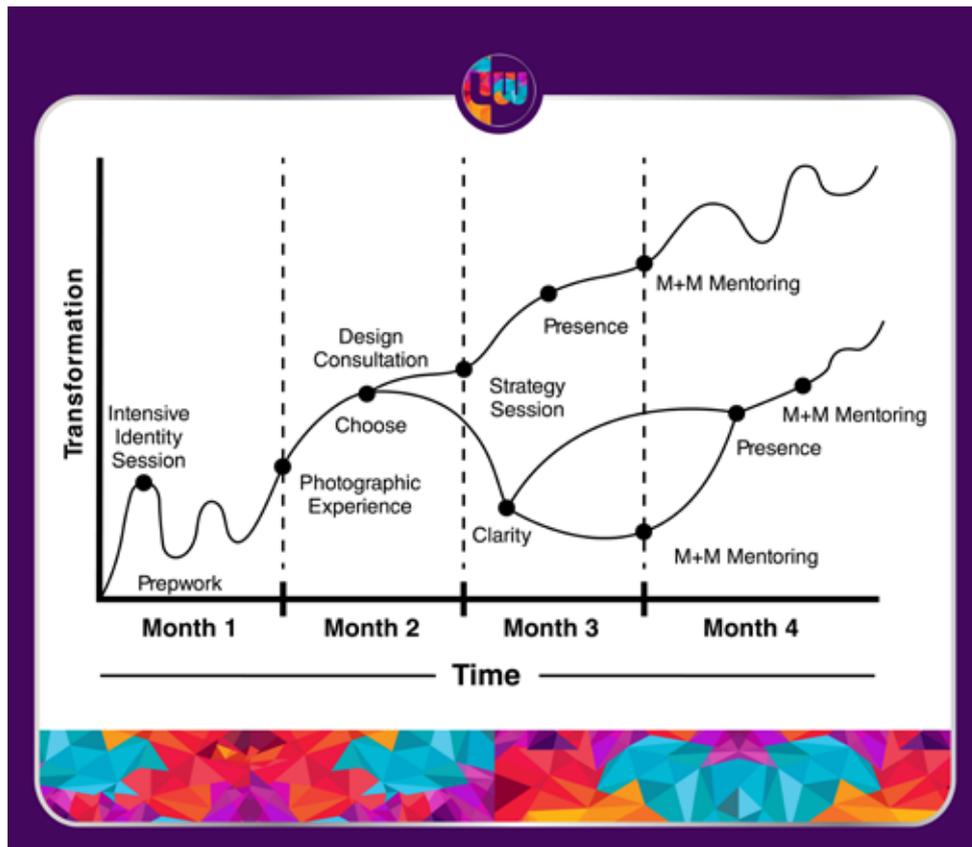
- To achieve greater clarity of who you are, who you can see yourself becoming and how you want to be seen by your ideal client.
- Clarify the message that positions you as an Influencer.
- Align a growth mindset with future focused Branding Photographs, that you will inevitably need to 'grow into'.
- Amplify your positioning and presence in your industry.



## The Influencer Transformation experience will include:

- 1. Clarity** - in who you are and who you are wanting to grow into; how you want to be seen by your tribe; what you stand for; why what you do matters; a strong brand message; your point of difference as an expert; the emotions and challenges of your ideal client's journey with you; brand Archetype and how it relates to you as an expert; how to consistently implement your brand message; out of the box ways to stand out
- 2. Mindset** - that will cut through doubts and fears; building resilience to match your bigger business vision; developing a growth mindset; boosting your confidence; improving your level of confidence in how you speak about what you offer as an expert; adjusting your mindset while standing in front of the camera; disrupting old narratives that hold you back
- 3. Presence** - to change how you position yourself online, offline and in person to match your big bold vision; make deliberate choices of how to style your branding message so it is attractive to your tribe; consistent and visible marketing strategies; embrace an air of confidence within yourself that becomes part of your brand presence

**and much more...**



## The Influencer Transformation Experience timeline:

**Month 1:** The most important step for clarifying your message and preparing your mindset to adopt this bigger vision that we are envisioning for you. This includes the Identity Intensive Session, which will get you really clear about your positioning as an Influencer, identify ways to move forward into that vision, and highlight any resistance you experience.

**Month 2:** This is when all of the prepwork will come together and be fully self-expressed in your photographs and the written copy we will start to brainstorm. This is also when you will choose your photographs, and create a plan for how to leverage your branding to the max!

**Months 3 and 4:** Depending on the Influencer Transformation package you choose, this is where you will receive support in the form of Mindset & Momentum Mentoring sessions, Strategy sessions, and additional support to work on your clarity and/or your presence in implementing your new branding. From my experience, this is where the greatest resistance happens, because we are out of the planning stage, and now into the implementation process. This is where you are being asked to step up and back yourself visibly.

## Flow Chart of Transformation Process



## The Influencer Transformation Programs:

	Headshot Profile	KICKSTART for Experts	AMPLIFY as an Influencer
<b>Ideal for you if:</b>	You need a solid intro to your brand, but you are on a budget	You have an established practice  You need to reach ideal clients who value your expertise	You have an established practice  Recognised as an expert in your field, and now ready to up-level your <b>growth as an Influencer</b> .
<b>IGNITE Future You Session</b> <span style="background-color: #008080; color: white; padding: 2px;">in studio</span> + Clarify how to <b>amplify your identity</b> and what needs <b>redefining</b> + <b>Deep work</b> on your <b>message</b> and how to <b>make it 'stick' with impact</b> + Activities to open you up to <b>full self-expression as an Influencer</b> + Envision an <b>18 month version of you at your most successful</b> and how we leverage that right now in your <b>visual marketing and written copy</b> + <b>Your Brand Legacy</b> and how to disrupt to create change <i>(valued at \$1500   \$3500)</i>	 <b>1 hour intro</b>	 <b>3 hours</b>	 <b>3 hours</b>
<span style="background-color: #ff69b4; color: white; padding: 2px;">ADVANCED</span> + <b>"Unmasking the Real YOU"</b> booklet with Mindset Tools & Resources + 30 day <b>"Amplify YOU"</b> email program <i>(valued at \$1950)</i>			
<b>Recordings &amp; Transcripts of branding messages identified</b> At IGNITE half day, Photographic Experience & Design Consultation <i>(valued at \$1500)</i>			
<b>Support leading up to Photographic Experience</b> <span style="background-color: #008080; color: white; padding: 2px;">on phone</span> + Guidance with <b>styling, hair and clothing</b> <b>to elevate personal presence on camera</b> <i>(valued at \$550)</i>			
<span style="background-color: #ff69b4; color: white; padding: 2px;">ADVANCED</span> <span style="background-color: #008080; color: white; padding: 2px;">on phone</span> + Selection of props to <b>illustrate clearly your tribe's challenges &amp; desires</b> + Mentoring to <b>address fears and doubts</b> <i>(valued at \$1500)</i>			
<b>Design Consultation (2 hours)</b> <span style="background-color: #008080; color: white; padding: 2px;">in studio</span> + <b>Cinematic presentation</b> of hero Photographs to <b>make your choice easy</b> + Info on backing up and <b>organising marketing collateral library</b> + Strategic ideas on <b>how to get the most leverage with your Photographs</b> + <b>Break through any resistance</b> and mindset issues <i>(valued at \$1100)</i>			
<span style="background-color: #ff69b4; color: white; padding: 2px;">ADVANCED</span> + Detailed <b>documentation with suggested uses of each individual Photograph</b> to get the greatest leverage and ROI over the next 6 months + Access to <b>technical tutorials</b> <i>(valued at \$2000)</i>			
<b>Strategy Session (1 hour)</b> <span style="background-color: #008080; color: white; padding: 2px;">on zoom</span> + 1 month after Design Consultation to maintain <b>momentum</b> + Address any resistance or roadblocks to <b>elevating brand presence</b> + Clear strategy for <b>best ROI for branding</b> + Session recorded <i>(valued at \$700)</i>			
<span style="background-color: #ff69b4; color: white; padding: 2px;">ADVANCED</span> <span style="background-color: #008080; color: white; padding: 2px;">on zoom</span> <b>Strategy Session (1 hour)</b> Additional Strategy Session AND <b>option to include your Business Manager</b> , to best implement branding strategy <i>(valued at \$700)</i>			
<b>Professional Photographic Experience</b> <span style="background-color: #008080; color: white; padding: 2px;">in studio</span> + Igniting the <b>most successful version of you</b> in front of camera + <b>Personal presence with posing</b> that will <b>amplify your credibility</b> + <b>Illustrate your message</b> to equally match your <b>expertise with your content</b> + <b>Variety</b> to keep your image <b>fresh &amp; relevant</b> <i>(valued at \$550   \$1650   \$2500)</i>	 <b>1 hour</b> 1 outfit change	 <b>2 hours</b> 2 - 3 outfit changes	 <b>4 hours</b> Up to 4 outfit changes Various backdrops & props
EXTRA: Hair and Makeup can be booked with one of our highly skilled stylists (approximately \$250 for both)			
<b>Marketing Collateral Library</b> + <b>Portfolio</b> of branded Photographs + <b>Quote graphics</b> with your Photographs + your brand messages + <b>Social media collateral</b> "done for you" <i>(valued at \$1300   \$3200   \$6500)</i>	 5 headshots 1 quote graphic	 12 Brand Photos 12 quote graphics Facebook Cover Photo	 25 Brand Photos 25 quote graphics Facebook Cover Photo LinkedIn Cover Photo
<b>Investment</b>	Valued at \$3,900 <b>\$2,500 (+GST)</b>	Valued at \$14,200 <b>\$4,950 (+GST)</b>	Valued at \$22,550 <b>\$9,950 (+GST)</b>

## Testimonials from Clients

“Wow. I can't believe its only been a few months since I first met Louise. So much has happened, so much has changed and so much of that, is a direct result of the catalyst that is Louise. With her guidance my business is taking off and I feel so content with my direction in this world. It baffles me, that armed with her camera, she is capable of capturing emotion and energy; its just magic. Backed with these AWESOME photos, I have the confidence in my ability to take on the world...and that's exactly what I'm about to do. This is more than just a few sessions with a photographer...this is change in action; at its best.”

**Jason Smith**  
 Author | Speaker



“Working with Louise was like taking a deep dive into yourself. I never knew what I might find. Her work has inspired me to step forth aspects of myself that I usually hide away and for that I'm very grateful . Her ability to capture the different parts of someone's personality is quite amazing. I'm so happy wth all my photos.”

**Carissa Lane**  
 Counsellor



“The identity session was a great way for Louise to understand me and the direction of my business in order to inform the images we were to capture. It was a surprising way to get better personal insight. The photographic session was fun (okay, I admit, I'm not shy) so it went faster than I anticipated and we laughed most of our way through it! The design consultation process was a blast! I don't like photos of me at the best of times but I kept saying 'show me again'. That's never happened before from any previous photo shoot. I actually like looking at the photos!”

**Sally Foley-Lewis**  
 Productivity Expert



## Testimonials continued

“ I found the Identity Session extremely helpful. It's amazing how you 'think' your photo shoot will go and what you think you want out of it. After that session, it opened my mind and emotions to how I want to see myself and my business in the future. Even for the second photo shoot I was thinking a year or so or more out into the future of the look I want to own. I found Louise's prompts and questions with each shot brilliant in the sense that even my expression and pose are worth thinking about. Great coaching alongside the actual shoot and then of course more coaching when I was at the ordering session helping me to choose wisely. ”

**Anne Noonan**  
Yoga, Food & Nutrition Coach



“ I loved that the process was so different and really uncovered my vision in advance of me living it!! I was able to step into my future self through the branding photos - loved that - I believe it got me where I wanted to be a lot faster. ”

**Michelle O'Hara**  
Marketing Strategy Specialist



“ I love working with creative people. And Louise is really creative. She is not a photographer - she is an artist. She has a wonderful talent for seeing what COULD be rather than just what IS. Her work reflects this. The stunning images she has created for me took me way out of my comfort zone. That is what I loved about working with Louise! My life philosophy is about pushing the boundaries - and Louise so got that. Work with Louise when you are ready to take a giant leap forward through your branding. And just trust her - she knows what she is doing. ”

**Dr Irena Yashin-Shaw**  
Educator | Speaker | Author



## Frequently Asked Questions

### **How long does the whole process take?**

The Headshot Profile program can be completed within a month.

The other two more advanced programs generally take 90 days to complete.

### **How do I know that I'm ready for an Influencer Transformation to my personal branding?**

You will know that you are ready, when you are noticing that there is a misalignment between where you are right now and where you want your business to be. If you are waiting for the “right time” to start, there never is a right time. You will always find barriers to starting, if you are hiding. This program is about no longer hiding. My advice would be to just start. Start and surrender to the process.

### **Who owns the photographs and marketing material produced at the end of the 90 day program?**

As per standard agreements with commercial work, as the Photographer, I retain the copyright to the photographs. However, these programs include you purchasing a license to utilise the photographs within your business.

### **I'm not situated in Brisbane, or even Australia! How can I book one of these Transformation programs?**

We have worked with numerous inter-state and international clients. We can custom design and plan out your program to enable you to do most of the components of the program over skype/zoom and email. The only parts that you will need to be here in Brisbane for are the **Intensive Identity Session**, the **Photographic Experience** and the **Design Consultation**, which we can schedule all within a week or two of each other depending on your travel arrangements.

## Mentor Profile



**NAME: LOUISE WILLIAMS**

**Speaker | Author | Mentor**

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## Mentor Profile

Obsessed with Transformation and Full Self-Expression, Louise helps speakers, authors and mentors to level up their personal brand, attract dream clients and grow their business.

- Speaker on Transformation, Self-Expression, Personal Branding, & Visibility
- Intensive Identity Sessions
- Influencer Transformation Mentoring Programs for Personal Branding
- Mindset & Momentum Mentoring Experts to leverage their Personal Branding

Louise has been in business for nearly 14 years. She has previously had her own private practice in Paddington, Brisbane, working as a Psychologist. She has worked in Workplace Rehabilitation companies, Employee Assistance Programs, University of Queensland and Correctional Facilities. She also has a Masters in Organisational Psychology from UQ.

### **BOOK:**

- **TRANSFORM:** Level up your personal brand, attract dream clients and grow your business.