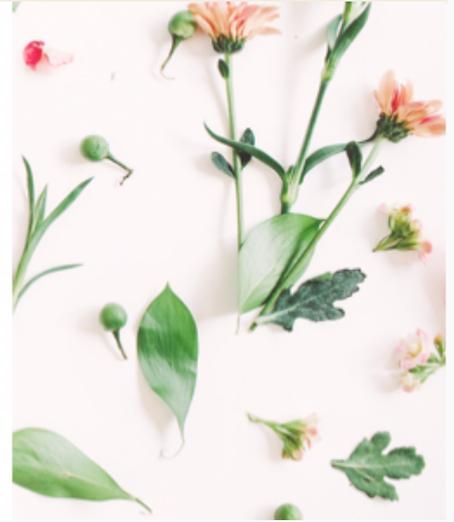


THE ULTIMATE #GIRLBOSS

# Success Guide

Brought to you by: The Sisterhood Success Club



## *Hello lovely!*

One of the biggest lessons you will ever learn in business is that mindset is everything. You can be sure of this: what you think about and focus on, becomes your reality. **SUCCESS is an inside job.**

Be honest... Have you ever come up with a genius idea and then stopped dead in your tracks thinking "I could never do that"? Yes? We all do it.

The problem is that we have been so conditioned into being 'careful' and 'realistic', that we end up stopping ourselves from believing that we can achieve our goals and actually turning them into a reality.

We are plagued by the "What If" syndrome.

What if... It doesn't work out?  
What if... People don't like it?  
What if... No one buys?  
What if... People laugh?  
What if... I can't do this?  
What if... My pricing is wrong?

**STOP!!**

Define success on your own terms, achieve it by your own rules, and build a life you're proud to live.

*- Anne Sweeney*



Success isn't about how much money you make, it's about the difference you make in people's lives.

*- Michelle Obama*

## *Stop holding yourself back sis.*

We hold ourselves back, overthink everything, doubt ourselves, procrastinate, and then get stuck. The idea and opportunity is then pushed to the back of our minds.

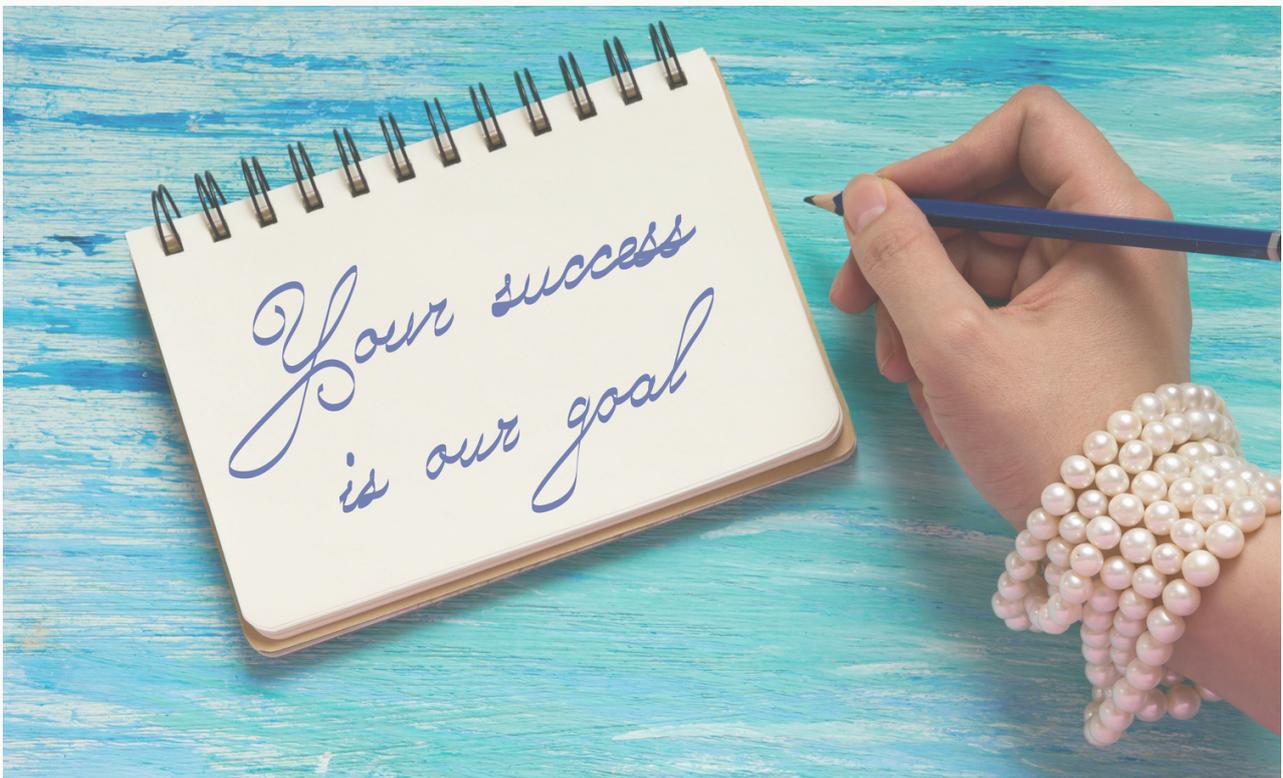
Listen, you may be scared because you don't have a clue how you're going to do it and you can't see a way of figuring it out - but don't allow the 'what ifs' and doubts to cripple you!

The truth is, for most of us the biggest battle we face in life is with ourselves. We can be our own worst enemy.

Turning your ideas into a reality, achieving success and living an extraordinary life is not reserved for a special few - we can ALL do it.

We just have to tap into the power of our mind and start programming ourselves for success.

Stay close, we are about to show you how...



## *But first, our story.*

We are Caryn and Kash. Sister-in-laws and co-founders of @brandauthentic\_za and the Sisterhood Success Club.

Yes we have always been fiercely creative and dreamed of starting our own businesses, but our actual entrepreneurial journey together began back in March 2020, when Covid-19 just hit. Crazy right?!

The timing could not have been more perfect in our opinion.

You see, we are of the theory that this global pandemic has picked up the world and given it a good shake. Showing us what is truly important and what we are capable of.

Of course we can't deny the great loss and pain it has brought. But within all of the adversity, so much opportunity has been revealed to many.

We created *Brand Authentic* (then a digital marketing agency) with the vision of providing online marketing and branding solutions to small business owners. We also wrote a few eBooks and digital products to sell online. However as time went by, so many women started asking us for business advice like how to register a new business, how to boost their online presence and make more sales etc.

This ignited a fire inside of us, and we realized that we had a passion for helping other women write their own success stories, which in turn led to business coaching - and the Sisterhood Success Club Facebook group and online membership!

**Honor your calling.  
Everyone has one. Trust  
your heart, and success  
will come to you.**  
- *Oprah Winfrey*



## *Our story continued...*

We don't have super powers. We haven't discovered some magical secret. No my friend. The only difference between us and someone who is not YET where we are, is determination, rock solid mindset and the commitment of learning and self development. That's it.

Oh, and also having the guts to walk away from 9-5 jobs (Caryn was *Head of Sales* for a top online Travel Agency and Kash was a *Private Banker* at a reputable and well-known bank) that offered decent, reliable salaries - to pursue our passion and purpose. And that is to finally claim our truths as entrepreneurs and grow a successful empire together.

The BEST part though - is that we want to show you how we are doing this! We absolutely love sharing our knowledge and supporting others. It really lights us up inside to help other women level up in life.

Hell, if we can make a living doing that then how freakin' awesome right?!

Rest assured that we are pouring the best of ourselves into this membership to bring you the ultimate value. Every single course we do, and skill acquired is so that we can share the same with you in order to create more and more powerful female entrepreneurs with successful businesses.

### **ENTREPRENEUR:**

**A crazy person who risks their own  
money for freedom, rather than  
exchanging their freedom for money.**

*- Author Unknown*

## *5-Step Success Strategy*

Ok, enough waffling. Lets get this show on the road shall we!

Let us just make one thing crystal clear: it takes determination and hard work to undo the damage and limiting beliefs your brain has been taught in the past by the media, family / friends and even your childhood. And even harder work to maintain a new positive mindset. It's much like working out at the gym.

Powerful entrepreneur *Tony Robbins* says: Success is **80% psychology / mindset, and 20% skill**. And this makes total sense because you don't have a boss looking over your shoulder.

YOU are your biggest driver and income generator for your business!

You won't always feel on top of your game and super pumped up EVERY single day. However, it is critical to lay the foundation and create a framework in which you can hold yourself accountable, and reach those goals.

We are going to share with our **5 Step Success Strategy** for attracting and maintaining a successful mindset.

**The most powerful words in the universe are  
the words you say to yourself.**

*- Marie Forleo*

## 1 *Process to Setting Your Intention*

### **ASK for what you want**

You've got to get crystal clear on what it is that you truly want. E.g. It is not good enough to simply say you would like to be rich. Be specific - how much money do you want to make every month?

### **BELIEVE - be open to receiving**

Keep the faith and trust that you WILL receive what you've asked for. Make sure that what you desire is in complete alignment with you. Live in that moment, you have to feel as though as it has already happened. Believe that it is a done deal!

### **RECEIVE - allow yourself to receive what you want**

Release any form of negativity or self doubt, and tell yourself that you are ready for all of the success and good things to start flowing into your life. Keep your vibration high, and live every day as though you are just about to receive amazingly good news!

**The way you achieve your own success, is to be  
willing to help somebody else get it first.**

*- Iyanla Vanzant*

## 2 *Writing Your Success Manifesto*

We all need a little pep talk now and then, and creating a Success Manifesto for life is one way to make sure that you can keep motivated, and to remind yourself of your goals.

Your manifesto should outline how you want to live your life, and the kind of person you want to be. This isn't necessarily something you can do overnight. It may take weeks, months or even years to create - you should always be adding to it and changing it!

On the days you are feeling really low and unmotivated, read your Success Manifesto and realign with your purpose and vision.

Here is our Sisterhood Success Club Manifesto. Feel free to use it!

I AM UNAFRAID OF CHANGE AND CHALLENGES.

I KNOW WHAT I WANT AND BELIEVE I WILL MAKE IT HAPPEN.

I LIVE TO INSPIRE AND TO MAKE A DIFFERENCE.

I CONDUCT BUSINESS AND PERSONAL RELATIONSHIPS FROM THE HEART.

I REMAIN POSITIVE EVEN WHEN TIMES ARE TOUGH.

I WILL ALWAYS SURROUND MYSELF WITH PEOPLE WHO ARE ROOTING FOR MY SUCCESS.

I WAS NOT BORN TO LIVE A MEOIOCRE LIFE.

I TRUST IN THE TIMING OF MY LIFE.

I TRUST IN MY ABILITIES AND TALENTS.

I TRUST IN MY LIFE'S PURPOSE.

**Define success on your own terms, achieve it by your  
own rules, and build a life you are proud to live.**

*- Anne Sweeney*

## 3

## *Mental & Physical Wellness*

### Digital Cleanse

Once you have set your intentions, it is time to start taking care of the surroundings that will invariably affect your mental and physical wellness.

We spend a massive amount of time online, and therefore it is incredibly important to be aware of the type of social media information we are consuming. Anything that is going to cause doubt, worry, comparative or negative thoughts has got to go!

UNFOLLOW, BLOCK, DELETE. Girl, do what you need to do in order to protect your peace and progress.

Keep your energy and vibration high by using social media in such a way that it benefits your journey and makes you feel happy and inspired.

### Change Your Posture

An easy way to snap yourself out of a slump is by changing your posture. Working at your desk? Sit up straight, keep your shoulders back and neck straight. I promise this will help you feel more positive and create a *'I will make this happen'* state of mind. Also don't forget to get up and move around every now and then. Stretch those limbs, get some fresh air and sunshine in between work sessions.

### Change Your Words and Thoughts

There is a quote that goes: *'Whether you think you can or can't, you're absolutely right'*. Be very mindful of what you tell yourself, because thoughts become actions. You can't expect to be successful if you are constantly telling yourself things like *'I'm not good enough, I will never be wealthy, I can't do it'*.

Always be your own biggest cheerleader!

**The most powerful words in the universe are  
the words you say to yourself.**

*- Marie Forleo*

## 3 *Mental & Physical Wellness continued...*

### Move and Get Sunshine

We say 'move' because the word exercise can make people feel anxious, like they should be spending hours working out. No. Taking a walk on the beach or in the park is just as beneficial. Anything to get the blood flowing.

Also, the benefits of getting a daily dose of sunshine are endless: improves sleep, reduces stress and fights off depression.

### Make Time for Good Food, and Drink Your Water

The life of an entrepreneur can become manic and it's easy to 'forget' to eat and nourish our bodies. But it is so important!

Remember that you cannot pour from an empty cup. You need to keep your energy up in order to continue being creative.

So please set aside time in your day for proper meals. A good tip is to keep healthy snacks on your desk and a water bottle to keep you fueled.

## 4 *Visualization & Creating a Vision Board*

We LOVE this part of our Success Strategy! Giving yourself permission to daydream everyday and visualize what you want your life to look like is so much fun!

Using visualization techniques will enable you to stay connected to your goals. It will help you to get excited about it all - and those feelings of excitement, anticipation and expectancy are powerful.

Remember back at beginning of this guide where we spoke about setting your intentions? Well you are going to do the same here. But just that you want to start forming a picture of this in your mind of what your success is going to look like. A new house perhaps? Take a mental tour of YOUR HOUSE, what does it look like? How does it make you feel walking through the front door?

Sounds crazy we know. But trust us, it works. There is no set time frame so you just have to keep at it and be consistent.

It is beneficial to practice visualization first thing in the morning by meditating. Sit somewhere quiet with your eyes closed and allow your mind to be free.

A vision board is another powerful way of 'manifesting' what you want, and to have a constant reminder of your goals. Pin whatever you want on there - doesn't have to be super fancy. Go with whatever images and positive affirmations feel good in the moment.

**She knew the power of her mind, and so  
programmed it for success.**

*- Carrie Green*

## 5 *Learning & Self-development*

A huge part of setting yourself up for success is being committed to learning and self-development. Make time to read and learn as much as you can! Especially if you are in the digital space, it is important to stay updated with the latest trends in online marketing for example. Not having time to read is no longer an excuse. You can listen to a good podcast while cooking dinner, while in the shower or driving in your car.

*YouTube* is another amazing resource we like to use. There is an endless amount of free resources on the internet. Also check out *Udemy* online learning platform for some really affordable courses.

Here is a list of some of our favourite books and resources:

### Podcasts:

- Farnoosh Torabi: *So Money*
- Jenna Kutcher: *Goal Digger*
- Amy Porterfield: *Online Marketing Made Easy*
- Cathy Heller: *Don't Keep Your Day Job* (our personal favourite!)
- Gina DeVee: *Divine Living*
- Rachel Hollis: *The Rachel Hollis Podcast*
- Allie Casazza: *The Purpose Show*
- Carrie Green: *She Means Business*
- The BossBabe Podcast with Natalie & Danielle
- Brandon Lucero: *The new generation entrepreneur*
- Rachael Cook: *Promote yourself to CEO*
- Marie Forleo: *The Marie Forleo Podcast*

### Books:

- Sophia Amoruso: *#GirlBoss*
- Sheryl Sandberg: *Lean In*
- Carrie Green: *She Means Business*
- Michelle Obama: *Becoming*
- Cara Alwill Leyba: *Like She Owns the Place*
- Rachel Hollis: *Girl Stop Apologizing*
- Robin Sharma: *The 5am Club*
- Mark Manson: *The Subtle Art of Not Giving a F\*\*k*

**To double your income, triple your investment  
in self-development.**

- *Robin Sharma*

## *Finally...*

If you only implement one of the things in this success strategy, our job is done! You can do this girl.

Remember that success and abundance is not reserved for a select few humans. You have it within yourself to step outside of mediocrity and live the most epic life. The only thing you need to bring is your A-game and the willingness to make it happen.

We are two ordinary South African girls who have chosen success as our ultimate destination, and we absolutely want to take you along for the ride!

You are amazing. You are wildly capable. You are enough.

Lots of love,

*Kash & Caryn*