

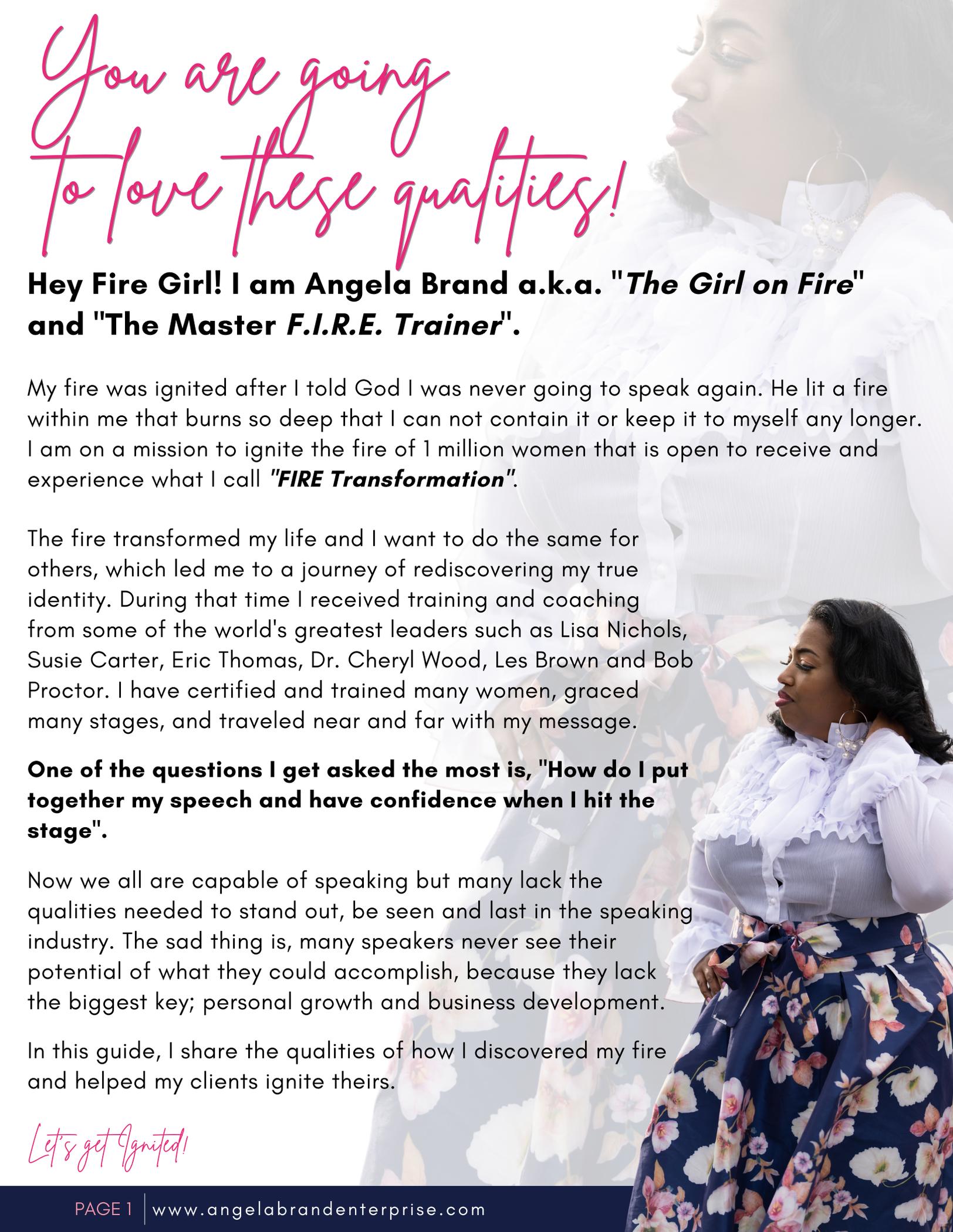
**BE FIERCE.  
BE FEMININE.**

BE FREE. SPEAK IN HER F.I.R.E.!

**06** QUALITIES EVERY  
FEMALE SPEAKER  
NEEDS TO BE  
*Transformational!*



**THE MASTER F.I.R.E. TRAINER**  
ANGELA (AB) BRAND  
a.k.a. "THE GIRL ON FIRE"



You are going  
to love these qualities!

**Hey Fire Girl! I am Angela Brand a.k.a. "The Girl on Fire" and "The Master F.I.R.E. Trainer".**

My fire was ignited after I told God I was never going to speak again. He lit a fire within me that burns so deep that I can not contain it or keep it to myself any longer. I am on a mission to ignite the fire of 1 million women that is open to receive and experience what I call "**FIRE Transformation**".

The fire transformed my life and I want to do the same for others, which led me to a journey of rediscovering my true identity. During that time I received training and coaching from some of the world's greatest leaders such as Lisa Nichols, Susie Carter, Eric Thomas, Dr. Cheryl Wood, Les Brown and Bob Proctor. I have certified and trained many women, graced many stages, and traveled near and far with my message.

**One of the questions I get asked the most is, "How do I put together my speech and have confidence when I hit the stage".**

Now we all are capable of speaking but many lack the qualities needed to stand out, be seen and last in the speaking industry. The sad thing is, many speakers never see their potential of what they could accomplish, because they lack the biggest key; personal growth and business development.

In this guide, I share the qualities of how I discovered my fire and helped my clients ignite theirs.

*Let's get Ignited!*

# 01 *develop a strong why!*

Before we dive in, allow me to ask you a serious question. "WHY"? Yep, I was bold enough to ask you why? There is a reason to everything we do in life. When you know your why, it can give you the fuel needed to last during hard times and stay focused on the bigger picture.

Many speakers give up because their why is not strong enough and cause them to slack and give up easily when life happens.

The key to developing a strong why is defining the end goal and be willing to make the sacrifice for execution. These qualities serves as part of my why of wanting to empower and train 1 million female speakers. You are the reason I created my business with the mission of making a difference and making history. So your why may include others or it can be personal.

As a speaker, your why will be a connecting point with your audience and potential event hosts. Their why of hosting events and your why of empowering others coming together means money for you and a successful event for the host.

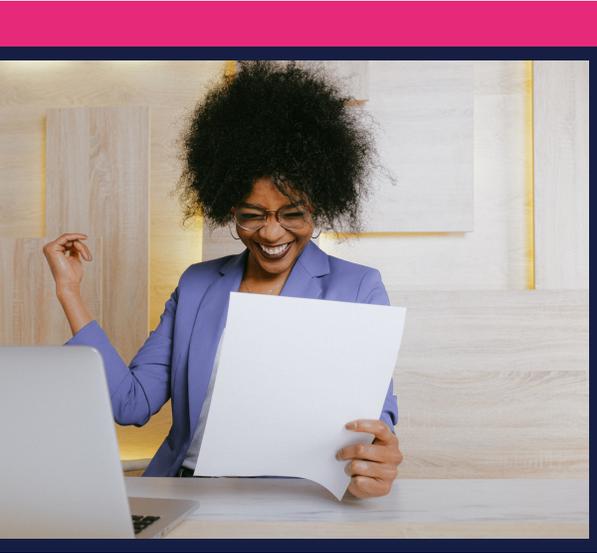
## **Here are 3 key factors of creating your why.**

1. Think about how you want your legacy to look and how it will impact the people who will follow behind you
2. Decide the lifestyle you want to live and be willing to commit to the outcome
3. Think about something that is much bigger than yourself and out live you

Now develop and/or strengthen your why so when life come you can stay focus in your business.



# 02 *develop her success mindset!*



Most of our lives we have been conditioned to fail and fall into the system of living an average life. Your success mindset is the mental capacity in which you see yourself, life lessons and what you can and will accomplish.

Success is and can be determined by you and only you. This gives you the freedom to fall and get back up again without feeling like a failure. Les Brown quoted, "there is no secret to success, there is a system to success".

## **Allow me to share my system to H.E.R. Success Mindset:**

**H**-Having real expectations of every outcome allows you to detach and give room for the unexpected blessing. We all have goals, plans and desires, the problem is thinking the outcome will be just as we expected it. God has a way of doing things his way, not our way. When we have an open approach and provide room for what we need and not what we want. This is always result in God's supernatural power to show up!

**E**-Executing on every goal is essential to ever accomplishing anything. Success loves "speed" and rewards you according to the action you take. Finish everything!

**R**-Realizing your best potential is about seeing who you can become and what you can accomplish in life and business. It's having the confidence needed to reach a higher level of success and learn from your past failures to see them as learning opportunities.

When you apply The H.E.R. Success Mindset, you can and will show up powerful, confident and be a transformational speaker with great value.

# 03 *know how your oil flows!*

When you have a call on our life, God gives us an oil to flow in it. There is nothing like seeing someone trying to speak or preach like someone else. At some point starting out, most speakers mimic their trainer or mentor until they find their own speakers voice (which may take years).

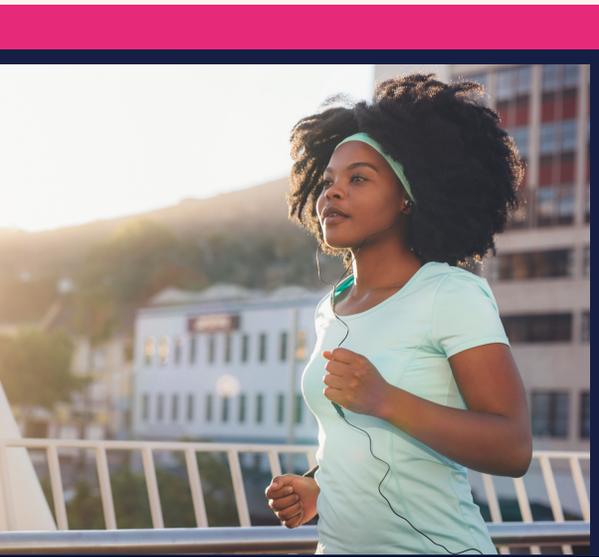
The goal is to know how your own oil flows, when you do that, you will be free and on a path to transformation. Allow me to share a few tips on how to flow in your own oil.



## **3 Tips of flowing in your own oil:**

- 1. Try new things that excite you within your brand.** Don't be afraid to explore your creative juices. This allows you to find your own speaking style and not look at what another speakers are doing. In this step you will discover your authentic self with no restrictions of what others may think you should do or say. Always have fun!
- 2. Get diverse training.** When you want to be the best and transform lives, you are always leveling up in your training and development. As a trainer myself, I utilized many different sources to learn. Each teacher know something different and when you bring them together, you will have a wider view and become more valuable which results in you being high demand.
- 3. Never get comfortable in your present oil.** God always shake things up a bit when we get too comfortable. When you get diverse training, that will cause you to stay on top of your game and never get caught slipping. Always look for *FRESH Oil!*

# 04 *be purpose driven and know your assignment!*



Some people live through the eyes of others around them and never discover their "true" assignment in life. Being purpose driven is knowing what you are called to do and allow purpose to live through you.

Now this may be a new way of looking at it, but it can save you time looking for a purpose that is not lost. Purpose was there when you were born, there when times were hard and when they were good. Purpose has and will always be with you, living through you to guide, direct and make decisions for you, if you allow it.

As a speaker, knowing your assignment in life should line up with your message(s) and your coaching services and products. It should be the brand in which you stand behind and how you show to your audience.

I always say your mess becomes your message that turns into your purpose. It's sure for some, but for others it's seeing a need in the world or having a burden on your heart.

My purpose is to train and coach purpose minded women to speak, coach and write in Her FI.R.E. and everything I do reflects that.

Always remember, the stronger your purpose mindset is, the more serious you will take your assignment. Which will result in your message becoming stronger and more powerful.

And that will transform your audience!

# 05 *have love for your audience!*

Allow me to say this, never do anything without having the love for the people you serve. Having that love allows you to connect to their pain, struggles and sufferings. As a speaker, your heartbeat should be the people's heartbeat. Every time you hit the stage or turn your camera on, your focus is them, not what you have on, how you look or how you sound.

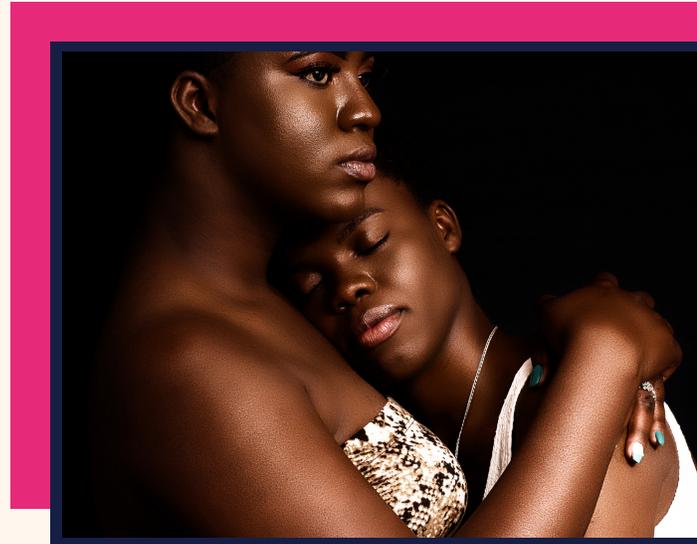
The real question should be, am I being effective? Do I relate to them? Am I showing up confident and powerful? Or am I shrinking back because of insecurities of how my voice sound or how I look?

People listen to speakers for motivation, guidance and empowerment. If you focus on what they need to better their life, your value goes up and your business will grow faster than those who just thrive off ego.

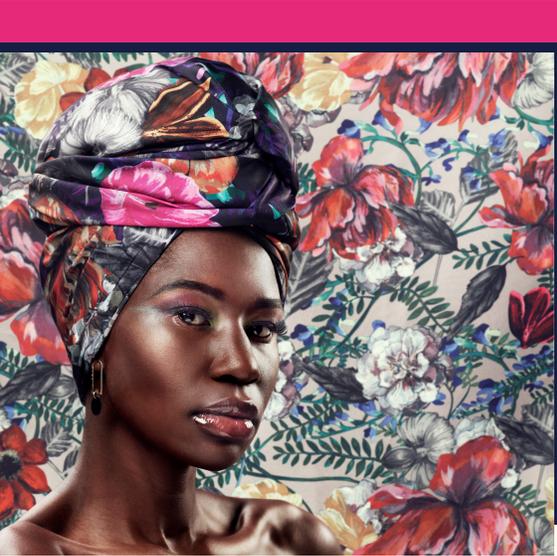
The goal of having a love for your audience is realizing that at one point, you were them at some time or another. This allows humility to be present so that love will flow easily and you don't get burned out.

Transformation happens when love is the driving force in your speaking business. It causes your delivery to be powerful and effective, that will result in your audience to buy into you, your products and services.

***At the end of the day, love heals, love opens, love nurtures and love transform!***



# 06 *stand in your feminine power!*



Femininity is one of the most misunderstood words and many women fail to realize this is their superpower. Feminine power is your ability to be graceful, create, be warm, inviting, open and able to receive.

It embodies and captures the emotions and feelings of your listeners. A speaker is transformational when they can provoke the emotions and feelings of their audience that causes them to dig and reflect within themselves.

## **Here are 3 powerful ways for Feminine Speakers to embrace their power:**

- Listen to the needs of their audience, then create your message from their needs, not what you want to speak
- Don't force anyone to listen to you, rather speak with confidence and clarity
- Speak to expand their minds and spark them to be intrigued with your eloquent speech

## **3 things to reflect on before you speak that will ignite your feminine power:**

- Sit in silence, place your hand on your heart and feel the energy of your audience
- Then see see their faces and ask them their needs
- Set a vision of how you want them to leave after hearing you speak

When you understand how to flow in your feminine power within your business and incorporate this energy in your speeches, it can open a whole new world for you..

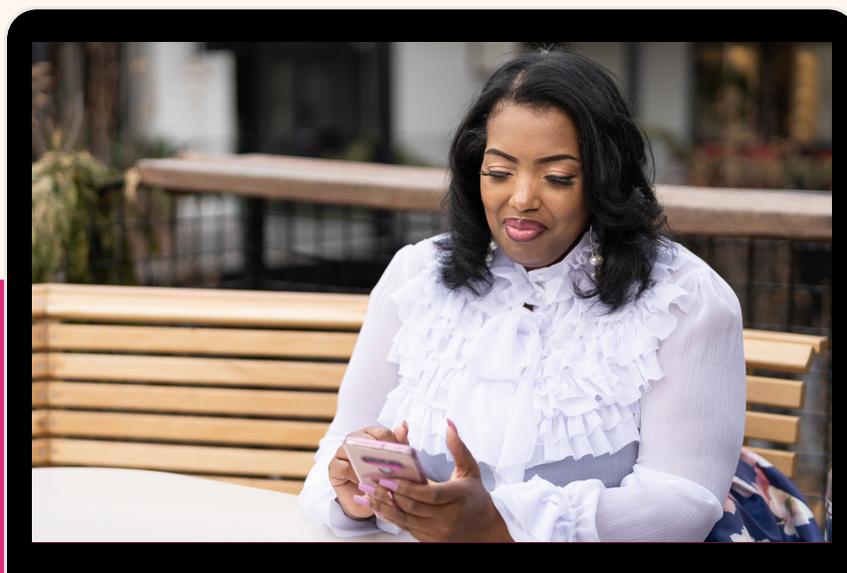
# OK THESE WERE GREAT BUT TAKE THESE

## *Next Steps!*

As great as these qualities are, NOTHING will happen if you don't take action and apply them to your life and business. Here are the next steps that will help you further ignite your fire and make you transformational.

- Begin to keep your higher purpose in your mind
- Remove all unproductive activities that distract you
- Begin to open your heart and feel the pain of your audience
- Make a list of all the amazing qualities you recognize in yourself, then take them and begin to honor them and develop them more

**If you'd like my help to develop these qualities faster and Ignite Her Fire, keep reading.....**





# How can I help!

**Not only is she FIERCE but she also graces the stage with her FEMININE ENERGY!**

Angela (AB) Brand a.k.a. "The Girl on Fire" is the founder of Angela Brand Enterprise LLC, best-selling author of the Queendom Diaries Book Collection, creator of AB FIRE Coaching and Speaking Academy and co-author of Unleashing Your Undeniable Impact with Dr. Cheryl Wood and Les Brown.

If you are currently struggling with discovering your unique identify as a speaker- worry no more, "The Master F.I.R.E. Trainer is here to assist you discover your power and passion.

With the privilege of training women all over the world to show up fierce and feminine when they hit the stage. Women have learned to tap in their riches, become best-selling authors and build impactful speaking and coaching businesses. With my great personality, I truly believe in providing real, quality and impactful training that can be easily applied to any speech, conversions and in any boardroom or meeting.

## Are you ready to be transformative?

Book the Discover Her Fire Strategy call and let's see how we can work further to get you to be a transformational speaker!

**BOOK A CALL!**

