

# CLUB MAGAZINE

ISSUE 0.01

2023



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## THE INDIVIDUALIST

Who are these mythical creatures on their Hero's Journey, and do you relate?

## SEASONAL PALETTES

Personal brands need color inspiration too! The Aesthetician offers ideas.

## BURNOUT RECOVERY

Tips for The 4 Bodies to cope with burnout struggles.

A multi-tiered, subscription based content publishing platform designed to impact the entrepreneurial community and positively influence their mindset for professional and personal growth.

# Become.



Help us stop using stock images and build content with us.

Media + Community.

# JOIN THE CLUB.

Follow us: [@wearebecome.media](https://www.instagram.com/wearebecome.media)

## Hello Cool Kids!

Here's a preview of our quarterly digital magazine coming in 2024.

If there is one thing I have always struggled with, it's conforming and trying to do something like others. It's just not my thing. I have always had a free-spirited, independent streak that likes to lead. However, I also have a deep feeling, an empathetic part of my personality, and finding a way for these unique aspects to mesh has been a supreme challenge.

With that said, I have also always had a penchant for calling out BS and unconsciously instigating change. Now that I am aware of my destiny if you will, and I work to embody that confidently through my personal brand, I see Become. taking shape as that vehicle of change for people trying to do their own thing and make the world better. That's what I love. Strategy meets action and overcoming the fears we all carry.

Become. wants you to show up to your evolution. We want to instigate that positive change in a content-driven atmosphere as we build our community of cool kids, all looking to unleash their inner rebel.

This mini Club mag gives a taste of our target audience (hopefully you!). It provides a few worksheets for your personality profiling and other mini-sections that preview the Big Kahuna coming in 2024.

We would love to hear from you! Please take a moment to fill out our assessment form, and good karma will be bestowed upon you! More than likely.

With love,  
Emma

EMMA NORTON  
EDITOR-IN-CHIEF,  
REBELLION LEADER



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# Identity Integration

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# The Hero's Journey

## **Become.**

THE INDIVIDUALIST  
PERSONAS

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If Become were a person, they would have major Sagittarius energy. They are optimistic, independent, confident, and certain. They have high emotional intelligence, love learning and exploring, and walk to beat their own drum.

They are a Robin Hood of sorts, the rebellious type that is for the people. They are the type that is self-confident and pulls everyone up with them but expects them to do their own work once they get there. They are a collaborative leader who expects you to show up for yourself.

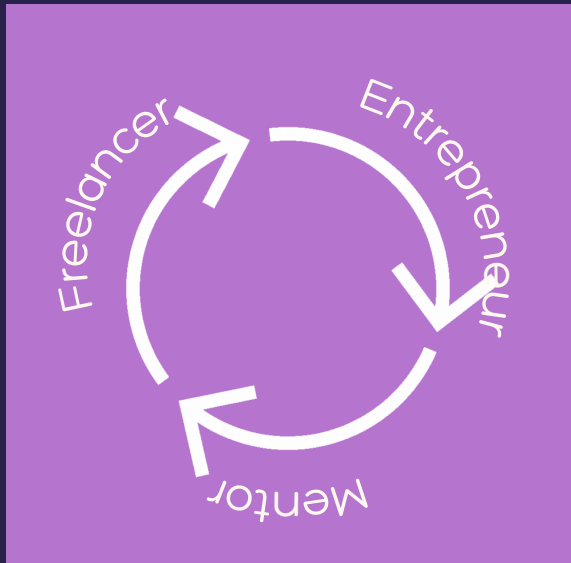
Become. is a bit tough, and knows that the best way to "teach" people is to inspire them to take autonomous action with a supportive framework. They expect you to put in the effort to be human - you have to learn for yourself and write your own story to share with the world.



# The Entrepreneurial Ecosystem

The Individualist's journey is broken down into three stages: The Freelancer, The Entrepreneur, and The Mentor.

These are sub-personas because they represent the patterns, cycles, habits, and aspects of maturity of The Individualist. The stages we can all resonate with and will continue to do throughout life since everything is circular. By broadening the explanation of The Entrepreneurial Ecosystem, our goal is to build a community hellbent on healthy camaraderie, gratitude and always paying it forward, but also reminding everyone to be willing to receive the support to grow.



## \*OUR TRIFECTA OF HUMANS\* (ALIENS WELCOME.)

### The Freelancer

The first stage of the journey is seeking individuality and freedom. Opportunistic and motivated, but lacking confidence and a sense of direction.

This crew is new to self-employment or doing it in tandem with other work and needs help building confidence and juggling the different facets of growing a business. They are open-minded yet inundated with so many different ways to succeed. They need clarity and streamlined content tailored to their learning style.

Building a personal brand that is their business may be the case, different from building on an existing business that you may or may not be the face of. Finding their personal value and their unique niche is a necessary step.

### The Entrepreneur

The second stage of the journey is all-in and seeking a better work/life balance. Grounded, aware of the wild ride, and looking for their next round of scaling, both personally and professionally.

These folks have skin in the game, having been in business for a few years or have tackled various professional endeavors. They've developed an entrepreneurial mindset but struggle to identify the next right action.

They haven't quite figured out how to generate the income that would allow them to live their dream life, but they aren't side-hustling or juggling a traditional job. And having a personal brand working in tandem with all they do is a priority.

### The Mentor

In the third stage of the journey, the masters seek to pay it forward with their knowledge and experience. They want to evolve as better leaders and cultivate their public presence in this newfound status.

These OGs have been on the entrepreneurial track for 5+ years (but who's counting?), have seen some success, and have a stable work life.

They are in a coaching phase with war stories, looking to share their wisdom and learn from the next generation. They may need help defining their brand story based on their experiences that could provide them more value. Burnout may be an indicator because their belief system equates over-exertion to success.

# The Hero's Journey for The Individualist is captivating.

If we allow it to teach us the lessons to get us to our destination (being ourselves in all our glory) with no rush (but sometimes,) we reap the rewards tenfold and can pay it forward.

We're putting humanity back into being human (and whistling) while we work. We're for the ones who love what they do but feel alone on their journey, thus halting their success. We want to help people show up authentically and profit from being themselves, undoing the notion that we must sacrifice our well-being to reach the destination.

Become. was born from the stories of growth on the entrepreneurial journey interlaced with personal trials and tribulations. We all have our own paths to pave, and this brand is for those who try and dare to love the differences that make them unique. This gives off a cool kid vibe, the rebel with a cause reflected in our branding. We teach autonomy to those who want to present themselves both with authenticity and effectively through their personal brand.



**WE ARE  
BECOME.  
WE ARE  
OUR PEOPLE.**

Become. produces and shares quality content that focuses on that empathetic rebellion. We love people who want to be at their best for their well-being and to be of ethical service to their purpose. We love the seekers, the innovators, the enigmas. We're the kindhearted rebels who don't just want to make the world a better place. We just do.

If you haven't figured it out by now, The Individualist learns much on their Hero's Journey. They hold a deeper awareness and reverence toward some greater purpose, one that will effectively change the world.

Become. is creating content and coaching offers for The Individualist in all stages of their Hero's Journey.

## Monthly Themed Newsletter

Monthly curated articles rounded up and based on our content pillars, aimed to support Freelancers (and beyond) cultivate confidence and a well-balanced personal and professional lifestyle.

## Quarterly Digital Magazine + Networking Event

Club Magazine to its full extent, and a quarterly networking event with a mini-conference.

This is geared toward the ambitious Entrepreneurs and Mentors, and an aspirational club for the Freelancers to join in the future.

## PRESENCE Personal Branding Program

Online do at your own pace course featuring experts to support the different facets of personal branding as you become your best and most unique self.

This is our game plan. And we are seeking feedback. Be sure to take a moment to fill out our [assessment form](#).

**WE APPRECIATE YOU, COOL KID!  
COME REBEL WITH US.**



# Personality Profile Worksheet

## WHAT'S YOUR UNIQUE ARCHETYPE?

Fill out the details that you know. If you don't have the information, we've added external links to get the archetypal information.

### Astrology

[Astro.com](#) to make your birth chart. Add the sign + house.

Sun:  
Moon:  
Ascendant:

Midheaven:  
Mercury:  
North Node:

### Human Design

[Jovian](#) has lots of extra details.

Profile:  
Energy Type:  
Life Theme:

### Numerology

[Numerology.com](#) is the go to.

Life Path:  
Expression:

### Myers Briggs

Truity has [this one](#).

### Enneagram

And [this one](#).

### DISC

Plus [here](#).

### BIG 5

Finally, [here](#).

What do these all mean? If you are or aren't familiar with these different ways of personality profiling, prepare to get to know them. We will feature and cover this content in Become, because whether you want more psychological or "woo woo" all of these have proven effective in terms of getting to know ourselves better, particularly for personal branding.



# Authentic Presence

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# Personal Brand Overview

QUESTIONS TO MAKE YOURSELF BLUSH.

What's my personal mission statement?

\*A few sentences to explain my purposeful intent.\*

What is my personal brand voice?

\*5 words to describe your personality and presence.\*

What are my unique value propositions?

\*How do I make the world a better place? (Aside from breathing.)\*

- 1.
- 2.
- 3.

Which of my interests define my personal brand niche?

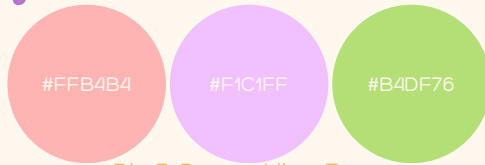
\*What are your hobbies and passions that can play more into your talking points (content pillars) of your personal brand?\*

SEASONAL BRAND PALETTES

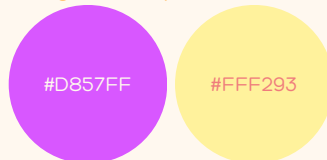
# The Aesthetician

BRAND AESTHETICS FOR COOL KIDS

## SPRING

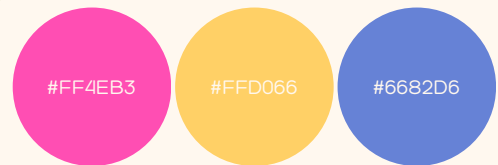


Big 3: Peony, Lilac, Fern



Pop: Electric Orchid Neutral: Buttercup

## SUMMER



Big 3: Malibu Barbie, Sunshine, Cornflower Blue

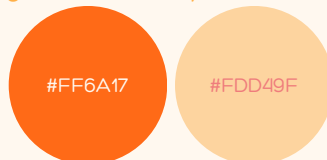


Pop: Emerald Ocean Neutral: Clearwater

## FALL

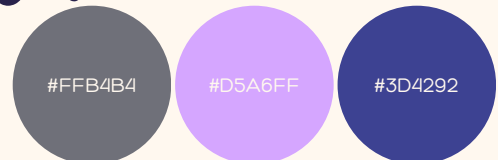


Big 3: Bordeaux, Syrah, Caramel



Pop: Pumpkin Patch Neutral: Butternut

## WINTER



Big 3: Chasing Pavements, Amethyst, Toque Blue



Pop: Cobalt Bang Neutral: Icy Grey

Ideas to **spark** your personal brand.

# Holistic Well-being

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## **13** The 4 Bodies

# Burn-out

A state of physical, mental, and/or emotional overwhelm caused by exposure to long-term and excessive stress.

THESE TIPS ARE GOOD FOR COPING WITH BURNOUT. RECOVERING FROM BURNOUT REQUIRES A COMPLETE RESTRUCTURING OF THE WAY YOU LIVE AND HOW YOU EXPOSE YOURSELF TO STRESS. WE'LL HAVE MORE COMING YOUR WAY ON THIS THROUGH OUR CLUB CONTENT!

## THE 4 BODIES

Tips from KP Hartman



### Spiritual



Take five minutes and focus on your breathing. As you do, repeat this affirmation:

"I am enough and deserving of grace. I make decisions in favor of my whole being health."

### Emotional



Say yes to opportunities for connection.



### Mental

Say no to one small task or request today.

### Physical



Ice bath, aim for 2.30 minutes. Go neck deep to activate your Vagus Nerve.

Alternatively, fill a large bowl with cold water and ice. Dunk your face in for as long as you can. Repeat 2-3x for fun.

# Professional Prowess

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## 15 The Individualist Assessment

# THE **ASSESSMENT** INDIVIDUALIST

We've curated an [assessment over on Google Forms](#) and we would love to use it as a tool to get to know our community better. Please do us a solid, and take some time to let us know where you are at on your Hero's Journey and how you currently resonate with personal branding.

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[Click here to visit the page.](#)





UNLEASH  
YOUR  
INNER  
REBEL.

# Become.

COMING IN 2024:

a personal branding  
platform for the next  
generation of work.

Media + Community  
for entrepreneurs looking to  
promote their individuality  
and **REBEL.**

**JOIN THE CLUB.**

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 COMING SOON!