

AUGUST 2024



# Maintaining the Balance

Balancing Life

## I won a rebranding package!

In April this year I entered a competition to win a rebranding package valued at \$2500. I was desperate to win - I had never given any real thought to my branding. All I really had were some business cards that had been quickly designed (and approved by me) in soft blue muted tones because that's what my perception of coaching was all about when I first started. Calming, supportive, chilled. I did a branding course with @gemini.creativestudio late 2023, and discovered that my style of coaching was more about disruption than calm, and my colours were way off! So I played around with a few different colour combinations and then my chance came! @thedigidame was running a competition. The brief of the competition was to state why you wanted to win and take your branding from stale to sweet. I looked at Cassandra's work and it was love at first sight. Bright, colourful, punchy. So I entered the competition... AND I WON!!!



And then the journey began! Serious thinking hat on, Cassandra walked me through the process of articulating my business mission and values, identifying my ideal client, my goals and values.



It was such an interesting process and what she delivered! Socks were rocked! What I absolutely loved was that Cassandra listened to me. She kept the element of design that I really liked - the block letters and the cursive font and the balancing rocks. Cassandra delivered a contemporary, classy design and she used colours that reflect me and my brand - visionary, transformative, optimistic and authentic.

*"Cassandra's designs were exactly what I was looking for - I now have a beautiful, comprehensive suite of designs to use across social media, website and stationery. Thank you, Cassandra! 🥰"*

# Announcing...

## Extended DISC Accreditation!

In April this year I trained to become accredited in Extended DISC (eDISC) profiling. The eDISC profile measures a person's natural way of doing things as well as how they present to the world. In short, the eDISC profile goes beyond surface-level traits to uncover what drives you, what stresses you and what motivates you, giving you a deeper understanding of human behaviour.

As a result, this knowledge allows me to tailor my coaching strategies to align with your intrinsic motivations and help you manage your stressors effectively. This personalised approach makes coaching more impactful and relevant to each individual. It's such a fascinating, in-depth tool and I am really excited to share it with you.

As August is my birthday month AND it's a significant birthday for me, I would like to offer one lucky person the opportunity to complete their eDISC for FREE!! All you have to do is have a go at identifying your Superpower - see below - and why you think that's you. Email your response to [elizabeth@balancinglife.com.au](mailto:elizabeth@balancinglife.com.au). Competition closes August 31!

## The Balancing Life Book Club

Hey, book lovers! Ready to dive into captivating stories and thought-provoking reads? Join the Balancing Life Book Club, where we transform lives, one page at a time.

### Why join us?

Because every month brings a new adventure! Odd months are for personal growth and even months for escaping into fiction. Whether you love physical books, ebooks, or audiobooks, the choice is yours!

### How does it work?

We meet on Zoom on the last Friday of each month at 7:00 pm to discuss the book of the month. No need to drive - just relax with your favourite snacks and let the conversations flow.

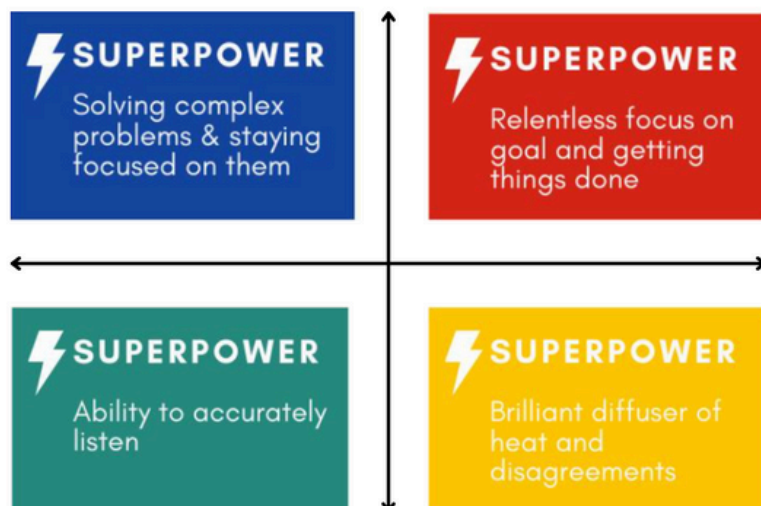
You can join us whenever a book catches your interest—no pressure, no judgment.

Our pick for August is *The Bee Sting* by Paul Murray, a funny and wise exploration of family, fortune, and the struggle to be good when the world is falling apart.

Everyone's welcome!

[www.balancinglife.com.au](http://www.balancinglife.com.au)  
[elizabeth@balancinglife.com.au](mailto:elizabeth@balancinglife.com.au)  
0401 083 242

### Which Superpower do YOU relate to?



Are you ready to gain a deeper insight into your own behaviour and what truly drives you? The eDISC Prolife will help you explore the intricacies of human behaviour, starting with your own.

Discover which of the four distinct behavioural styles best describes you and how to leverage this knowledge in your personal and professional life.

