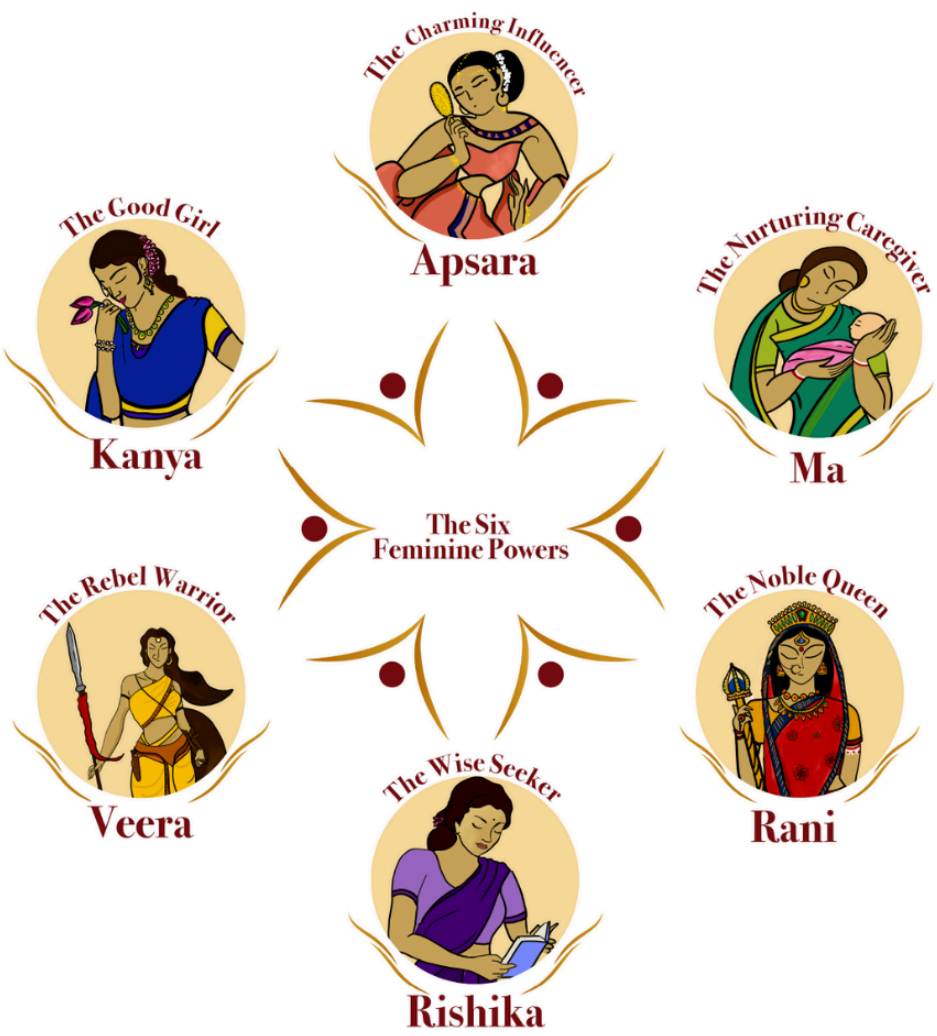


Tips to Use How Six Feminine Powers

To build your personal brand

A strong personal brand is not about being the loudest person in the room, or constantly promoting yourself. It is about making your expertise, strengths, values, and contribution visible and memorable.

And visibility matters.

Research highlights why visibility and self-advocacy matter. A Harvard Business School/Wharton study found a gender gap in self-promotion, with women systematically assessing their past performance and future ability less favourably than men.

More recent research from Lean In and McKinsey also shows that women can receive less recognition and sponsorship that helps advance careers. In 2025, women were less likely than men to have senior colleagues advocate for their advancement or connect them with people who could help their careers.

Recognition is not simply about being visible for visibility's sake. Lean In's 2026 research notes that women are often judged more harshly or given less credit for their work, making it important to make contributions and achievements visible.

So the question is not: “How do I promote myself?”

It is:

“How do I make my value visible in a way that feels authentic to me?”

There is no single way to build a personal brand.

Some women build their reputation through competence and structure. Others through relationships and empathy, courage and achievement, creativity and visibility, knowledge and insight, or values and authenticity.

The Six Feminine Powers offer six distinct **Brand Styles**, each with its own strengths and pitfalls.

The same Power that makes you trusted may make you hesitant to self-promote. The Power that makes you visible may sometimes prioritise attention over substance. The Power that makes you highly competent may keep you behind the scenes.

But building a personal brand does not mean becoming someone you're not. It is to become more intentional about who you want to be.

How to Use the Six Powers to Build Your Brand

1. Awareness

Recognise your natural Brand Style. Which of your Six Powers—Veera, Ma, Apsara, Kanya, Rani, or Rishika—shows up most strongly in how you communicate, connect, and present yourself? Identify your strengths and notice the pitfalls that may limit your visibility, positioning, or ability to communicate your value.

2**. Alignment**
Ask: What do I want to be known for?
Does your current Brand Style support the reputation you want to build? Consider what the situation calls for—credibility, visibility, connection, creativity, expertise, courage, or authenticity.

3. **Action**
Put your Brand Style into practice.
Share your ideas. Own your achievements. Communicate your expertise. Build meaningful relationships. Take opportunities to be seen and heard.

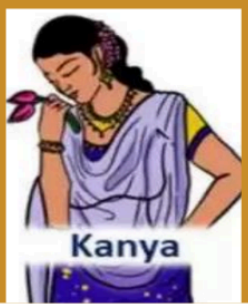
When your default Power is not enough, draw consciously on another Power.

Use the Six Powers with Intention

Your personal brand is being built every day in the way you speak, the work you take on, the ideas you share, the relationships you build, and the reputation you leave behind.

Your Power shapes your Brand Style.
Your choices shape the brand you build.

Know your Power. Own your visibility. Build your brand with intention.



The Good Girl

Brand Style	• Builds a brand around trust, authenticity, integrity, and being approachable. She is known as someone who is sincere, reliable and pleasant.
Pitfalls	• May hesitate to self-promote or talk about achievements. • Can prioritise being liked over being distinctive. • May adapt too much to what others expect.



The Charming Influencer

Brand Style	• Builds a visible and memorable brand through charisma, creativity, confidence, and compelling self-expression.
Pitfalls	• May focus more on visibility than substance. • Can become overly concerned with getting attention and admiration. • May find it difficult to maintain consistency of actions.



The Rebel Warrior

Brand Style	• Builds a strong brand through courage, achievement, decisiveness, and a reputation for getting things done.
Pitfalls	• May underinvest in relationships and collaboration. • Can come across as too forceful or competitive. • May assume results alone will create visibility.



The Noble Queen

Brand Style	• Builds a brand around competence, reliability, structure, professionalism, and the ability to deliver consistently.
Pitfalls	• May wait until everything is perfect before putting herself forward. • Can focus so much on execution that her achievements remain invisible. • May be cautious about taking risks with her personal brand.



The Nurturing Caregiver

Brand Style	• Builds a brand through empathy, relationships, support, generosity, and creating value for others.
Pitfalls	• May make others' success more visible than her own. • Can feel uncomfortable talking about her achievements. • Hesitate to leverage strong relationships



The Wise Seeker

Brand Style	• Builds a brand through knowledge, insight, thought leadership, curiosity, and the ability to make complex ideas meaningful.
Pitfalls	• May wait until she feels like an expert before sharing her ideas. • Can stay behind the scenes rather than build visibility. • May over rely on expertise without adequate communication