

Becoming Your Brand SHOWING UP

ANITA BOOTH

Stepping
into the
spotlight



“

Visibility
isn't about
attention.
It's about
alignment.

Anita Booth



Letter from

Anita

Showing up
isn't about
becoming someone
different.

*It's about allowing people
to see who you've been
becoming all along.*



**Showing up can mean something
different to everyone.**

At work, it might mean showing up
with the right attitude and aptitude.
The ability to do the job and the
desire to do the job don't always
go hand in hand, and they can
change throughout our careers.

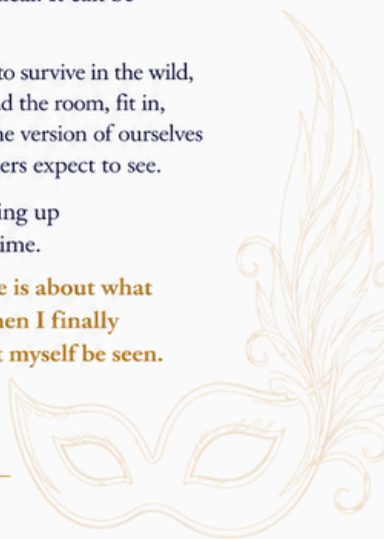
When I look back over my career
in marketing and communications,
I realize I often showed up
wearing a mask.

We've all heard that we wear
different masks depending on
our audience. In the corporate
world, that often feels necessary.
It can be political. It can be
judgmental.

Like adapting to survive in the wild,
we learn to read the room, fit in,
and become the version of ourselves
we believe others expect to see.

For me, showing up
evolved over time.

**And this issue is about what
happened when I finally
decided to let myself be seen.**



In the beginning, it was about fitting in.

As I became more comfortable with who I was becoming, showing up took on a different meaning. I started raising my hand for opportunities. I volunteered to present in meetings, stood on stage to deliver speeches, and accepted opportunities that stretched me well beyond my comfort zone. Those few minutes in the spotlight often felt like hours, but each one helped me grow.

Looking back, I realize I wasn't just trying to conquer fear.

I was learning to become more of myself.

“
We wait until we feel ready.
Yet growth rarely waits for us.
”

Women often question their abilities. We wait until we feel ready. We second-guess our ideas, our experience, and our place in the room. Too often, we allow our insecurities to speak louder than our potential, especially in the moments when we most need to show up, speak up, and be seen.

This edition is about women who chose to do exactly that.

You'll meet four remarkable women who recognized an opportunity for change and had the courage to take the leap. Each story is a reminder that growth begins the moment we choose to step beyond what is comfortable and into what is possible.

Showing up and allowing yourself to be seen isn't always easy. It takes courage, intention, and a willingness to move forward before you have all the answers. But it is often the first step toward becoming the person you're meant to be.

I hope this edition inspires you to embrace your own opportunities, take the leap toward your next big idea, career move, or life chapter, and remember that the world can't benefit from the gifts you have to offer if you keep them hidden.

Here's to showing up.

— Anita Booth

EDITOR



Are You Being Seen or Simply Present?

Showing up, in its simplest form, means to arrive. But when it comes to your personal brand, showing up means much more than simply being present. It means choosing how you will be seen.



At work, showing up means bringing your best self and your best intentions to the job.



Showing up for your family may mean putting their wellbeing ahead of your own.



Showing up as part of your personal brand means allowing yourself to be seen and heard.



“

Throughout my career,
I've come to realize that
*many of us wear
masks.*



Throughout my career, I've come to realize that **many of us wear masks.**

THE MASKS WE WEAR

They protect us. They help us fit in.
But over time, they can hide the real us.



THE PERFECT ONE

"I can't let them see me struggle."

Always polished. Always put together.
Hiding the fear of not being enough.



THE CONFIDENT ONE

"I have all the answers."

Strong, capable, and in control.
No room for doubt or uncertainty.



THE PEOPLE PLEASER

"I don't want to disappoint anyone."

Saying yes when you mean no.
Losing yourself trying to keep everyone happy.



THE SUPERWOMAN

"I can do it all."

The one who never stops.
Exhausted but afraid to ask for help.



THE INVISIBLE ONE

"Maybe someone else should do it."

Staying quiet. Staying small.
Hoping not to be noticed.



THE GOAL ISN'T TO WEAR A BETTER MASK.
IT'S TO SLOWLY REMOVE THE ONE
THAT'S HIDING WHO YOU REALLY ARE.



Be real. Be seen. Be you.



Some masks protect us. Others help us fit in. Over time, however, those masks become so comfortable that we forget where they end and where we begin. We learn to read the room, adapt, and become the version of ourselves we believe others expect.

For many women, these masks become second nature. We learn when to speak and when to stay quiet. We become experts at adapting, pleasing and protecting ourselves. After years of doing this, it becomes easy to forget who we are underneath all the roles we play.

When I think back to my own career and the moment I decided it was time to show up in a more meaningful way, one experience immediately comes to mind.



“

You can't truly show up if you're never willing to be seen.

”

I was selected to participate in an executive development program. At the conclusion, every team had to present its findings. Every member had a speaking role and the presentation had to be informative and engaging.

To say I was nervous would be an understatement.

I helped shape the creative direction, chose the music and rehearsed endlessly. I memorized every line, practised in front of a mirror and met with my team over and over again. When presentation day arrived, every team was nervous.

The nerves returned. So did the rehearsals. When the lights came up and the music started, fear and excitement existed side by side.

What people saw was confidence. What they didn't see were the hours of preparation and the courage it took simply to walk onto the stage.

That experience taught me something I've carried throughout my career.

Sometimes we raise our hand for an opportunity.



THE VISIBILITY Pyramid

Visibility isn't a leap.

It's a climb.

Each level builds on
the one before it.

START WHERE
YOU ARE.

Keep climbing.



VISIBILITY ISN'T SELF-PROMOTION.

It's service.

The people who need what you know
can't benefit from what they never see.



Step One: Show Up – Put yourself in the room.



Step Two: Speak Up – Share your voice.



Step Three: Stand Up – Lead, present, write, teach and mentor.



Step Four: Become Known – Opportunities begin to find you.

Visibility isn't a single moment. It's a journey.

Showing up isn't about becoming someone else.

It's about allowing people to see who you've been becoming all along.

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Sometimes an opportunity finds us. Either way, we still have to choose to show up.

You can't truly show up if you're never willing to be seen.

Being visible takes courage. There will be opinions. There may even be criticism. But waiting until you no longer fear judgment often means waiting forever.

The women who create change aren't fearless. They've simply decided that the opportunity is more important than the fear.

“

You can't build the life you're meant to live while hiding behind the person you think you're supposed to be.

”

Showing up isn't about becoming someone else.

It's about allowing people to see who you've been becoming all along.



Think of visibility as climbing a pyramid rather than taking one giant leap.

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Step Two: Speak Up — Share your voice.

Step Three: Stand Up — Lead, present, write, teach and mentor.

Step Four: Become Known — Opportunities begin to find you.

Visibility isn't a single moment. It's a journey.

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WOMEN

WHO

Showed Up

THE OPPORTUNITY THAT CHANGED EVERYTHING



Every career has a turning point. Often, it begins with one opportunity and the courage to say yes before you feel completely ready.

In this issue, we asked inspiring women to share the opportunity that changed the trajectory of their career and what it took to take that leap.

THREE QUESTIONS



1

What opportunity changed the trajectory of your career, and why was it a turning point?



2

What made you hesitate, and what gave you the courage to move forward anyway?



3

Looking back, what advice would you give to another woman who's waiting for the "right time" to put herself forward?



VISIBILITY ISN'T SELF-PROMOTION.

It's service.

Your story has the power to inspire, open doors, and create opportunities for others.





WOMEN WHO SHOWED UP

Andria Dametto

TORONTO REALTOR,
SOTHEBY'S INTERNATIONAL REALTY CANADA

“

Success isn't measured by titles or achievements, but by the relationships you build and the positive difference you make in the lives of others.

”

1. What opportunity changed the trajectory of your career, and why was it a turning point?

I began my career as an elementary school teacher before choosing to stay home to raise our four children.

During those years, I built a successful floral design business, volunteered in my community, and became involved in real estate investing alongside my husband.

Looking back, every season of my life prepared me for real estate.

Today, it's a privilege to help families find the home where they'll build memories and begin the next chapter of their story.

2. What made you hesitate, and what gave you the courage to move forward anyway?

Like many women, I wondered if I was starting over too late.

Then I realized I wasn't starting from scratch—I was bringing a lifetime of experience with me.

Teaching, raising my family, building a business, volunteering, and investing in real estate had all prepared me for this next chapter.

Once I recognized the value of my journey, I stopped questioning whether I belonged and embraced this opportunity with confidence, gratitude, and purpose.

3. Looking back, what advice would you give to another woman who's waiting for the “right time” to put herself forward?

Don't wait for the perfect time because it rarely exists.

Believe in the value of your experiences and trust that every season of your life is preparing you for what's next.

When you lead with gratitude, kindness, integrity, and a genuine desire to serve, success becomes less about what you achieve and more about the legacy you leave behind.

Connect



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Andria Dametto



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“

Believe in the value of your experiences and trust that every season of your life is preparing you for what's next.

”



WOMEN WHO SHOWED UP

Melissa Nicholl

CO-FOUNDER, RAM & REBIRTH
REIKI MASTER & INTUITIVE GUIDE

“

*If the pull to leave
is already loud,
that's the sign.*

”

1. What opportunity changed the trajectory of your career, and why was it a turning point?

Leaving an over decade-long corporate beauty career in 2018.

It pushed me into film and freelance makeup work, which eventually led to opening Ram & Rebirth in 2023.

That exit wasn't strategically planned at all, but it created the door open for everything that came after.

2. What made you hesitate, and what gave you the courage to move forward anyway?

A work-long staycation gave me time to assess things and made the urge to quit undeniable, but a decade in a brand I loved made it hard to leave.

Learning the brand creator was retiring was the sign I needed. If she could leave her own creation, I could leave the next one.

3. Looking back, what advice would you give to another woman who's waiting for the "right time" to put herself forward?

Stop waiting for permission that isn't coming. I needed someone who's not in your circle, don't make that mistake.

If the pull to leave is already loud, that's the sign.

The "right time" is a story we tell ourselves to stay comfortable.


ramandrebirth.ca


Connect
Melissa Nicholl


[@ramandrebirth](https://www.instagram.com/ramandrebirth)

“ Stop waiting for permission that isn't coming. ”



WOMEN WHO SHOWED UP

Camille Wilson

FOUNDER | TRAVEL ADVISOR
ADVENTURES WITH CAMILLE

“

Success to me is seeing clients return and refer others, knowing I'm making a meaningful difference.

”

1. What opportunity changed the trajectory of your career, and why was it a turning point?

The turning point in my career came when the door closed on my 35 year corporate career.

I was in my early 50s, uncertain about my financial future and retirement. Looking back, it was a blessing in disguise. It gave me the opportunity to redesign my life and build my own travel agency.

From that moment on, I knew one thing with certainty... I never wanted to work for anyone else again.

2. What made you hesitate, and what gave you the courage to move forward anyway?

I'm naturally curious, so I immersed myself in research and sought out the stories of other entrepreneurs to learn from their experiences.

I was confident in my relationship building skills, but finding clients and building a business from scratch felt daunting.

The encouragement I needed came from a friend who had just launched her own travel agency. With her guidance and support, I took the leap and decided to test the waters.

3. Looking back, what advice would you give to another woman who's waiting for the "right time" to put herself forward?

If you're waiting for the perfect time, you may be waiting forever. Trust yourself and take the first step.

I sometimes wonder what would have happened if I'd started sooner, but I love the freedom to build a business around work I truly enjoy.

It's not easy, there are longer hours, more responsibility, and often less pay, but seeing clients return and refer others tells me I'm making a meaningful difference. That's success to me.

Connect



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“

If you're waiting for the perfect time, you may be waiting forever. Trust yourself and take the first step.

”



WOMEN WHO SHOWED UP

Kay McKenzie

FOUNDER, WOMEN IN ALIGNMENT
GLOBAL NETWORKING ECOSYSTEM

“

As long as I had a Plan B, I would never fully commit to Plan A.

”

1. What opportunity changed the trajectory of your career, and why was it a turning point?

Starting Women in Alignment changed the direction of my career, but it was born from uncertainty. During the COVID-19 pandemic, I was living in Turkey, isolated from family and friends, furloughed from my job, and facing an uncertain future.

Alongside my career, I had built an online clothing business where I developed practical marketing and business skills. As I searched online for community, I realized I couldn't find the kind of space I was looking for—one where women could genuinely connect, encourage one another, and navigate uncertainty together.

Women in Alignment began with that simple intention. Over time, it evolved into a global networking ecosystem of women building businesses, pursuing meaningful work, and creating opportunities for one another. What started as a search for connection became my life's work.

2. What made you hesitate, and what gave you the courage to move forward anyway?

Watching other women online who were already building successful businesses was both inspiring and intimidating. It's easy to compare yourself to people who seem far ahead and wonder why anyone would choose you.

Before committing to my business full-time, I remember sitting in a hotel room in Mexico asking myself whether I was truly ready to leave the security of a guaranteed paycheck.

Everything changed after hearing the story of a man yet I had met in ships before battle, leaving no option but to move forward. I realized that as long as I had a Plan B, I would never fully commit to Plan A.

So I burned my own ships and committed completely to the vision I had for my business.

3. Looking back, what advice would you give to another woman who's waiting for the “right time” to put herself forward?

The right time rarely arrives. Waiting for readiness often means missing the opportunities that prepare you.

Start before you have every answer. Learn as you go, stay curious, and keep showing up.

One conversation, one introduction, or one decision can quickly change the direction of your career.

You don't need certainty to begin. You simply need the willingness to take the next step.

Connect


thewomeninalignment.com

[Kay McKenzie](#)

[@thewomeninalignment](#)

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You simply need the willingness to take the next step.*

”



“



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It's a
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VOICE IN *Action*



1. RAISE YOUR HAND.



2. SHARE YOUR IDEAS.



3. BUILD MEANINGFUL
RELATIONSHIPS.



4. SAY YES BEFORE
YOU FEEL READY.



5. BECOME KNOWN
FOR SOMETHING.



REFLECTION:

Where Are You Hiding?



REFLECTION QUESTIONS:

- 1 What mask do I wear most often?
- 2 Where am I simply being present instead of truly showing up?
- 3 What opportunity am I waiting to feel ready for?
- 4 If fear wasn't making the decision, what would I do next?
- 5 What is one courageous step I can take this month?

“

*Courage doesn't always roar.
Sometimes it's the quiet decision to show up.* ”

30-DAY SHOWING UP *Challenge*



WEEK 1:

SHOW UP

Be present. Step forward. Start before you feel ready.



WEEK 2:

SPEAK UP

Share your ideas. Use your voice. Your perspective matters.



WEEK 3:

STAND UP

Trust your value. Set boundaries. Advocate for what matters.



WEEK 4:

BECOME KNOWN

Be consistent. Build relationships. Let your work and values be seen.

CLOSING REFLECTION

*Showing up isn't about
becoming someone different.*

*It's about allowing people to see
who you've been becoming all along.*

Keep showing up. ♡



“

You can't build the life
you're meant to live while
hiding behind the person
you think you're
supposed to be.

”

— ANITA BOOTH

THANK YOU

Thank you for spending a little time with me.

My hope is that every issue gives you
one new idea, one fresh perspective, or
one courageous step toward becoming
the person you're meant to be.

Until next time...

Keep becoming. ♥

Anita Booth

EDITOR
BECOMING YOUR BRAND



STAY CONNECTED



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LATEST INSIGHTS



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