

WILL ONE DAY BE AN INTERNATIONAL BESTSELLER



YOUR  
**SEXY**  
FACTOR

THE FIVE STEPS TO  
SHINE FROM THE  
INSIDE OUT



Hey there!

I'm Rína Magnúsdóttir a.k.a Rína Magnús, the internationally awarded personal branding speaker, author, and strategist, born, raised and living in Iceland.

Let's clarify something before you dig into my book **Your SeXy-Factor**;

My #1 motivation in everything I do is to empower people to understand that they've already got what they need to succeed, to live a happier, more fulfilled life, to succeed in their career, as well as to enjoy their sex life to the fullest. The way I see it, and the way I've been helping thousands of people worldwide, is to pay attention to what you've already got... right in front of your... (yeah, wait for it)... tits!

It's quite a magical thing to see people understanding their X-factor, the unique gift they were born with.

The more I've worked on this gift of mine, i.e. seeing and unleashing other people's X-factor, the more I come to understand the magic that occurs within us when we know who we truly are, what we stand for, what our natural strengths and attributes look like and how we can work better and more effectively with the gift we were born with.

Knowing **Your SeXy-Factor** is one big part of the puzzle. My intention with this eBook is to touch upon the core elements within your X-factor, giving you exercises to open up for your sexy factor, so that you can rock your world in your office as well as in the bedroom.

Have fun!

Handwritten signature of Rína in red ink.

# **YOUR SEXY FACTOR**

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# STEP #1

## Making Magic with Your “SeXy-Factor”

*“To be yourself in a world that is constantly trying to make you something else is the greatest accomplishment.”*

~ Ralph Waldo Emerson

Alright, so there I am.

I'm in the middle of hustling, bustling, buzzing airport, sitting in this ginormous lounge. I travel a lot, so this airport can be just about anywhere and this would still be a true story.

Anyway...there I am, listening to pleasant music streaming into my ears. And what else do I do, while waiting for an airplane to take me away to another land?

***I observe.***

*“What do you observe, Runa?”*

(Yes, I thought that question would be simmering in your mind.)

## ***People, of course!***

People are supremely, magnificently, incomparably interesting.

Now, there are all types of people.

Businessmen and businesswomen.

Doctors.

Tourists.

Adventurers.

Entrepreneurs.

Nervous people.

Funny people.

Solo-travellers.

All kinds.

And then – as I’m sitting there observing – I start to mull some stuff over in my mind. I ask myself where these people come from. What their story is (everyone on the planet has a compelling story!)

In 7 seconds, I have come to 11 different conclusions (that’s the average for most people, or so I’ve heard from psychologists) about these people.

For the sheer fun of it, I like to give these people imaginary stories and backgrounds. *“So this guy here standing in line at a coffee shop missed his flight and is going to have get some change to make a call...this woman here is going to go teach disadvantaged children in some country how to make handmade jewelry...”*

If you saw the film Date Night with Steve Carell and Tina Fey you know the drill.

Not meaning to puff myself up but...at this point, I'm pretty good at observing people. The more I've done this, the easier it's becoming for me to see, understand and hone in on people's X-factor.

After all, I've been traveling for decades and decades, so is it really any wonder? ;-)

Moving forward.

There is a certain kind of person that never fails to catch my eye...

## **Those with personal magnetism!**

You know the kind. You can spot these people with a single glance.

These are the people who:

- *Find it easy to talk with strangers and make friends as they go...*
- *Mix with people at parties and dances, all while being thoroughly poised, calm, and sure...*
- *Easily attract the confidence of high-powered business people, impressing them in less than a minute flat...commanding their attention...smoothly convincing them about their ideas.*

These “*magnets*” of attraction are not “beautiful” by arbitrary Western standards.

Their body size might not be the 90-60-90 cm standard (if you are in the U.S. – I believe that “*ideal*” size 36-24-36 inches right?

## **BUT ALL OF THIS DOES NOT MATTER BECAUSE THESE PEOPLE HAVE TAPPED INTO THEIR “SEXY- FACTOR.”**

They exude sexiness, charm, and confidence.

When I see these people, I feel like jumping up and down with glee. Maybe even dance on a table.

Okay, not quite that far but you get the point – my eyes pop out and a smile bursts across my face.

*“Why do you have this extraordinary reaction to these people?”* you ask.

It’s because these people radiate from the inside out. They know who they are. What they stand for. What really matters to them.

It’s this authentic sexy X-factor that instantly makes magic in their lives and the lives of others.

But then here’s a question you might rightfully and understandably pose:

***How does all of this “sexy” stuff tie in with my X-factor – how does it relate to helping forward-thinking professionals make their mark by branding themselves in a powerful way?***

It’s simple, really (as I like to say).

When you stop being who you think you *should* be (because of social pressures or whatever), and start embracing and confidently championing who you *really* are – that’s when your sexy X-factor starts making magic.

That’s when people get crazy about you, as a brilliant and bright personal brand!

# STEP #2

## Demystifying the SeXy Part of Your X-Factor

*“Imperfection is beauty, madness is genius and it's better to be absolutely ridiculous than absolutely boring.”*

~ Marilyn Monroe

Look at you.

The real you.

The one who has all these dreams that light up the sky. The one who is determined to change the world and make it a better place.

Yes. You.

Have I captured your attention now?

Good – because here you’ll see me really flesh out the idea of your “**SeXy-factor**.” I’ll demystify this whole subject matter – just in case any of you out there can’t quite put your finger on your own SeXy-factor.

And the way I am going to do that is (the anticipation rises)...through analogy.

You see, from one perspective, there isn't much of a difference between what makes a person sexy and what makes a brand sexy.

So truly understanding the SeXy-Factor is a lot about understanding why certain people are deemed sexy and fine (and whatever other words the youngest generation has opted to wield).

*So, in no uncertain terms, why are some people considered to be very sexy?*

## **#1 CONFIDENCE**

The woman or the man with a strong sense of self-confidence instantly gives off that “sexy vibe” that I’m sure you are familiar with. It’s the easy confidence – the self-assured kind – and it makes you feel at ease with that person because you know they’re not insecure about themselves.

### **What This Has to Do with Your X-factor:**

Set your focus on the things that you are already confident with.

Be confident about your personal brand. Be unapologetic about your brand’s uniqueness and its idiosyncrasies! Humbly embrace and nurture that sweet spot of yours.

Remember there is a big difference between people who put up a guard to show their confidence and those people who authentically and freely show their sweet spot to the world.

People will see this confidence in your brand, and they will love it because it gains their trust.

## #2 PASSION

Someone with a fire burning in their heart is super sexy.

Someone who's driving – relentlessly, unstopably – towards a goal, towards a quest, towards their vision, is often deemed very attractive. Acting with purpose – with decisiveness – honoring their personal values ties in with this and is a trait that also marks someone out as a “sexy person.”

## What This Has to Do with Your X-factor:

**Boy oh boy, do you know how I'll connect this with your X-factor?**

It's really simple, actually. A personal brand with a crisp, well-articulated passion is so much more powerful than a brand that is just meandering along, picking up a few customers here and there before winding down some other mysterious trail into never-never land.

Your personal brand's passion, when it resonates with people, will immediately be **perceived as a sexy brand.**

## #3 AUTHENTICITY

This is huge. It's an instant turn-off when someone just isn't being real. They're putting on an act because, sadly, they aren't comfortable in their own skin.

On the other hand, those who are true to themselves and do exactly what they love doing – and are original in all kinds of ways (instead of just being copy-and-paste renditions of the culture machine) – are looked upon with admiring eyes.

They are attractive because you know they are real with you, so you can connect with them very easily.

## What This Has to Do with Your X-factor:

This one's a cinch.

Do not ever, ever be afraid to be yourself – even if that means stumbling along the road less traveled (or blazing a whole new trail for yourself in the first place!)

You and your personal brand will quickly garner a reputation for authenticity – true authenticity – that will reap your many rewards in the months and years to come.

# MY POINTS & ACTION STEPS:

Write down things you are already comfortable with about yourself. These points are for yourself, no one else has to see them, just write down all the things that come to your mind. Let go of judging yourself.

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Write down your ideal future vision, the place you want to be in 5 years time or 10 years time or just where you want to be at the end of this current year.

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At which times do you feel you are just being yourself? Allowing your true self to shine? Write down in which situations do you do that. Think about what it gives you when you allow your authentic self to show?

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# STEP #3

## Know Your Why

# 5 Good Reasons Why You Should Get to Know Your SeXy-Factor

*“When you are content to be simply yourself and don't compare or compete, everyone will respect you.”*

~ Lao Tzu

Okay, listen. In the second chapter, **Demystifying the SeXy Part of Your X-Factor**, I talked about your "sexy x-factor", and that's because the importance of a magnetic, charming personality is really underemphasized in a lot of entrepreneurial material.

And that, I believe, is a shame!

Your "**SeXy-factor**" gives you the power to command the attention of a room. It gives you the power to get people on your side.

It gives you the power to be a much freer spirit -- an unhindered, unchained soul that opens your eyes even wider to the beauty of life.

Time to get off my soapbox and give you some actionable tips you can use out in "*the wild*" you say?

Fine by me!

So here you go -- **5 good reasons why you should get to know your "SeXy-Factor."**

Seriously. Think about these -- think about them deeply and be determined to show off your sexy curves to the world! (Okay, that metaphor was kind of far fetched, but hey – as long as you get the point!)

## THE FIRST REASON WHY

**It's impossible for anything or anyone to please you if you don't know who you are and what you want.**

That's Fact #1.

Fact #2 is that if you don't know who you are and what you want, you have lost the battle to know your "*SeXy-Factor*". That's the cold, stark truth.

Knowing what you want -- this is both about what you want to see in your career as well as in your bedroom -- and having a deep-seated confidence in yourself, knowing who you truly are, is the secret to boundless

possibilities in the pursuit of your passions. (Wow... did you feel the temperature rising, or was that just me?)

**So, here: Grab a pen or pencil, find a sheet of paper (or open up your word processor on your computer), and start writing.**

Write what it is that you want from this life -- what you really, deeply want (and not what you think you want because of what others say).

Once you know exactly what you want in life, doors open, walls crumble, and things start working out in your favor.

Believe me -- I know this to be true because I have experienced it in my own life.

**Your turn: What I truly want is...**

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And, after all, knowing what you stand for, knowing what you want -- these attributes are a heck of a sexy thing, and people will notice that.

## THE SECOND REASON WHY

## Feeling uncomfortable in your own skin (both literally and figuratively) is dreadful and awful, and it just plain sucks.

When you don't feel so good about yourself, people pick up on it. And here's something that adds to the suckiness: When people detect that you are insecure about yourself, it'll be very, very hard for you to gain their trust and respect.

## Trust and respect yourself and others will do the same towards you.

Which is pretty neat. You can literally turn things around -- in your business and in your life -- by giving yourself a dose of self-respect and self-confidence!

*Let me illustrate this more poignantly with an example.* Have you ever seen the TV show **"How to Feel Good Naked"**?



If not, here's a quick synopsis.

In short, the show was all about letting the participants feel good about themselves...naked.

No matter what shape or size the participant, the goal was for that person to find the

"sweet spot" -- that X-factor within them which liberated them from their insecurities. Boom -- it's incredibly sexy when someone's brimming with confidence, and that confidence instantly resonates to everyone around.

## THE THIRD REASON WHY

### **The lights are on but nobody's home.**

Maybe you read that with a smile. Maybe you've heard someone saying that before. It is, I think, a phrase which shows how many people aren't grounded in the present.

So while they might be physically there, their mind has wandered off ("Oooh, I wonder who's going to be killed off next in *Game of Thro...*sorry, what was that you were telling me?").

#### **Be present! Listen!**

Constantly remind yourself to fully engage in the present until it becomes a habit. Every time you find yourself drifting away from the present, pull yourself back in.

This is important, because it's super sexy to talk with someone who **IS RIGHT THERE WITH YOU.**

Make people feel that way about you. You'll be that one person who's actually paying attention in a real way.

## THE FOURTH REASON WHY

### **Let go.**

Do you love to switch things up?

Flip the script and try something bold and new and innovative? Drown yourself in the moment? Why let something hold you back?

Let me put this to you bluntly: *I honestly cringe when I meet someone and I notice that they're holding back, hiding their natural strengths because they are afraid to let go.*

This state of affairs is so beautifully captured by Marianne Williamson that I have to repeat this oft-quoted gem:

*"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, and fabulous? Actually, who are you not to be?"*

Right. On.

The light Marianne Williamson talks about is what I call your X-factor. That thing that sparkles from the inside out.

## **Want to spice up your life in some creative, bold way because that gives you happiness and joy?**

Go for it! The haters are going to hate (they always do), but you're doing this for you.

**And, besides, you are certain to attract a devoted fan base who loves your SeXy-Factor!**

### **Try this exercise:**

Determine to do one "scary thing" every single day.

Just one per day.

What do I mean by a "scary thing"?

I mean something that you would ordinarily not do -- just because you're afraid of what others might think.

For example, if you're deathly afraid of meeting strangers, determine to introduce yourself to a stranger (anywhere!) and strike up a friendly conversation about something -- anything!

Another example; if you are afraid of coming across as being a silly one with your jokes or expressing your goofy view of life, you fear that doing so will destroy your reputation?

Challenge yourself to open up just a tiny bit with people, test their reaction. Check within yourself **how do you feel** when you open up more for your true self? Are you receiving laughter? Are people more relaxed around you?

Doing this exercise will show you that, truthfully, the only thing to fear is fear itself.

## Your turn:

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## THE FIFTH REASON WHY

# **Live the life you WANT to live – not the life you think you are SUPPOSED to live.**

It cannot be denied: We all have our beautiful, tumultuous histories.

Some of us may be scarred and wounded. But here's the thing: Don't be held back by your past. I find it extremely sexy when I meet someone who, somewhere down the line, decided to turn the tables, face the world, face the past and say: *"You've got the message now -- I am unbroken."*

These are the dreamers, the achievers, the movers, the superstars of the world who refuse to let their own past hold them back from their dazzling future.

Don't mistake what I'm saying here.

These aren't careless people who don't care any more. No -- these people know exactly what they want and they're not going to let something that happened in their past beat and shove them down.

They have made a choice as to what they want their legacy to be. They are relentless in this quest -- and guess what?

## **That's just about as sexy as it gets... don't you agree?**

# STEP #4

# YOUR PLAN FOR SHOWING OFF YOUR SEXY FACTOR

*“The most pathetic person in the world is someone who has sight but no vision.” ~ Helen Keller*

Hey Superstar, Here's Your Roadmap to Showing Off Your SeXy- Factor

Let me tell you something. This is going to be important, so here goes.

***You won't go far without a plan.***

It doesn't matter who you are or what your dream is. This is a universal law that has no prejudice and that weighs everyone equally. See, whether you are a single mom with the goal of sending your kid to a good school or a good college, or a professional boxer with star-filled dreams of the championship, or a small business owner...you have to have a plan.

Now, to you my beautiful friend, I cannot stress this point enough.

So I repeat it wherever I can.

And repeat it. *Ad nauseam* (funny phrase that means exactly what it sounds like...).

Have I made this clear (is that your head nodding “yes”?!)?

I surely hope so.

But...sometimes it's not that easy to create a plan – a roadmap.

***“Where and how do I even start??”*** is often the first thought that pops up in people's minds, and they stop there.

**Not to worry though!**

Over the weekend, I sat down and mulled this over. I thought about how I've been dishing out a lot of stuff to you regarding your sexy factor – that sexy part of your uniqueness that captivates people and makes them love you and your brand.



And then a lightbulb went off and I thought that maybe you all would like a **roadmap** to creating and refining and *showing off your Sexy X-factor*.

**So here you go...**

## **Step 1: Your Desired State**

If you've been following me [online](#), reading my very [many blogs](#), or seen me on stage, you

know the importance of actually writing stuff down (and if you haven't – welcome to the party!).

Which means...take out a pad or piece of paper, or open up your word processor.

Pick up your pen or get ready to type. Action, action, action *right now* is the name of the game.

## Anyway...

Imagine, in your own mind, the *exact* state that you want.

In other words, picture yourself how you would act...what you would say...what you would do, if your sexy factor was fully operational.

## Write this down. Maybe it would be something like:

*I would feel sexy with my SeXy-Factor, and I would have the confidence to talk to strangers, to open up negotiations with other businesses, to aim higher than ever before. I would feel untouchable, knowing that I radiate personal magnetism and warmth and energy – energy that others pick up. I would electrify anyone I meet... Etc. etc.*

## Your turn:

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Have you done that? Awesome! Moving forward, then...

## Step 2: Where Are You Now?

Look at what you just wrote down. Now, write down where you are right now. In what ways does your life right now not match up with what you have written?

Make a list of everywhere in your current life where you don't "live up" to your desired SeXy-Factor.

### Your turn:

#### Today I am...

*Example: "Finding myself often feeling that there is something inside me I'm hiding, something I'm not letting out."*

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Finally...

## Step 3: Create a Step-by-Step Action Plan to Get to Your Desired State

You know where you want to be. You know where you are now. So all you have to do is fill in the gaps.

For each item in your list (that you jotted down in Step 2), write out a step-by-step roadmap of how you're going to change that part of your life so it really does line up with your desired SeXy-Factor.

Your turn;  
I'm going to...

*Example: "In 6 weeks time I'm going to give myself more attention. Listen to my inner desires. I'm going to face my fears of exposing myself at least once a week. I want that courage to give me a huge brownie point of confidence and inner radiance."*

*Example #2: "I will get a new haircut every 6-8 weeks."*

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Then, actually follow those steps.

Consistency is key.

*Day-by-day **consistency** is your secret weapon to creating a SeXy-Factor that rocks the world!*

**Now, go out there and do it...**

# STEP #5

## Living Wholeheartedly from Your SeXy-Factor

Tap into your happiness zone, that place where everything seems so simple, easy, doable.

*“Often people attempt to live their lives backwards: They try to have more things, or more money, in order to do more of what they want so that they will be happier. The way it actually works is the reverse. You must first be who you really are, then do what you really need to do, in order to have what you want.” ~ Margaret Young*

Growing up in the little town of Seltjarnarnes (yeah, try to pronounce that one), Iceland, I had all the freedom in the world. I had the freedom to play outside in the unstruck fields, freedom to travel.

I remember myself even as a very young girl at the age of 6, taking the bus from my family house to my grandparents home in Reykjavik. I even had to change buses on the way.

It was no big deal at the time. I see now, later in life, that this freedom that I had at such a young age inspired me develop one of my core values.

I understood very young that with freedom comes responsibility.

I also understood that freedom gave me a bliss of happiness. I simply loved the fact that my parents trusted me to travel by myself to my grandparents' home.

On my way to my grandparents, I would sit in that bus, look outside the window and create my dream world in my head.

That was my happiness zone at the time, and guess what ... the little things that gave me that happiness buzz at the age of 6, such as creating, traveling, connecting with interesting and inspiring people still play a huge part in me staying in my happiness zone.

Can you relate?

Or have you maybe forgotten that those simple things, places and events in your life are actually something you can, if you truly want to, have more of.

**Living in your happiness zone is one hella sexy thing.**

# How to Live Wholeheartedly in the Happiness Zone?

Let's look at this more closely. How is it that some people seem always to be in the "*Happiness Zone*," while others find it remarkably hard to get there?

**Consider yourself.** Are you often in the Happiness Zone, full of pep and vitality and enthusiasm and motivation?

Or do you struggle to get yourself there – to feel that you are "in the zone" and on fire?

Well, luckily for you, I've spent quite some time musing on this subject over the course of my experiences supporting high-achieving people with their personal branding worldwide.

I've tried different techniques – a lot of them, actually – and some of them worked and some of them...well, not so much.

After pondering this for a bit, I identified some of the key techniques that can be used to help give you that "*nudge*" into the glorious **Happiness Zone**.

# FOUR WAYS TO LIVE WHOLEHEARTEDLY WITH YOUR SEXY-FACTOR.



## #1 Meditate daily

This used to be something done by Voodoo practitioners (bet you didn't know that!), but there's no reason why you can't put it to excellent use in your life.

Now then, there are a great number of meditation techniques out there.

Check out the free [guided meditation you can download from iTunes](#) from my amazing business partner at [Make Your Mark Global](#), Dr. Andrea Pennington. The emphasis is on your vitality and how this feeling of wholeness can open the door to a rich palate of positive feelings – the kind of feelings that'll kick you right into your Happiness Zone.



To find your **Happiness Zone**, you can download my **10 Steps to Blissful Happiness - eBOOK & Poster**, [click here](#) (a little gift of happiness from yours truly).

**Your turn;**

**My meditation plan:**

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## **#2 Start keeping a daily journal**

Writing your thoughts in a journal cements your thoughts deeper into your mind, giving your mind a fertile landscape from which to create ideas and thoughts and plans and insights.

**Like Oliver Sacks, a prolific science writer and world-class neurologist, notes:**

*“I started keeping journals when I was fourteen and at last count had nearly a thousand. They come in all shapes and sizes, from little pocket ones which I carry around with me to enormous tomes. I always keep a notebook by my bedside, for dreams as well as nighttime thoughts, and I try to have one by the swimming pool or the lakeside or the seashore; swimming too is very productive of thoughts which I must write,*

*especially if they present themselves, as they sometimes do, in the form of whole sentences or paragraphs...”*

### **Here’s how I like to use journals.**

Firstly, when I wake up in the morning, I write out my **DAILY INTENTIONS** – the things that I plan to do during the day.

Then, at the end of the day, I jot down what I’m grateful for. I take note of the things that happened to me during the day for which I’m excited.

This keeps your mind on a positive, upward track – day after day (and your sexy factor starts to shine from the inside out!).

## **Your turn;**

## **My intentions today:**

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## Your turn; What I'm Grateful For:

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## # 3 Finding your own personal mantra...or creating one yourself

The word “*mantra*” originates from Buddhism and Hinduism.

It was a sacred statement – or a sound or word – that was repeated over and over again and was said to have spiritual power.

**Today, you too can find or create your own personal mantra –** something that can assist you in taking you to your happiness zone, living wholeheartedly in your SeXy-Factor.

Many mantras have been developed by forward-thinking individuals over the years.

“Every day in every way, *I am getting better and better*” is a favorite for many. Another favorite mantra; “*I’m loveable*”.

**Your turn:**

**My daily mantra:**

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## **#4 Challenge Yourself to Compliment Others Daily**

Make it your personal challenge to give an observant authentic compliment to a stranger every day.

Doing this – consistently, every day – not only develops in you that singularly important attribute known as a magnetic personality, but it also keeps your mind positive and exuberant.

Try it. Just make sure the compliment is genuine. It will boost your personal brand for sure but ONLY if it’s done in an authentic way.

## Your turn:

## My daily intentions giving compliments:

*Example: I give one genuine compliment every day either via phone call, text message or in a personal meeting.*

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Alright, you have almost reached the end of this special **Your SeXy Factor** eBook. I've got just couple of, and at the same time immensely important resources for you to drill into (In case you are looking for these resources you only need to flip to the next page).

Till next time, keep making your magic!

A warm regards from your personal branding buddy in Iceland.



Rina

# NEXT STEPS

FREE RESOURCES and so much more...

## Your FREE Personal Vitality Chart

In partnership with **Five Institute UK**, take the **Vitality Test** and find out what makes you brilliant, extraordinary, special and sometimes a little flawed. <http://TheVitalityTest.com>

## Your FREE X-Factor Self Assessment

Figure out how well you know your X-factor today - the results might surprise you. [http://www.runamagnus.com/xfactor\\_self\\_assessment](http://www.runamagnus.com/xfactor_self_assessment)

## FREE Book Chapters

### Branding Your X-Factor

**How the secret to your success is already in front of your ...**

Start your journey, by downloading your complimentary chapters.

<http://www.runamagnus.com/BYXF-free-chapters>



## THE INTERNATIONALLY AWARDED LEADERSHIP & PERSONAL BRANDING SPEAKER & STRATEGIST

RÚNA MAGNÚS, author of *Branding Your X-Factor*, is a creative and fast forward thinking lifetime entrepreneur from Iceland.

Known for her humor and a keen sense of business insight, Rúna is known for helping leaders, entrepreneurs and organizations discover and brand their 'X-Factor' – the assets which make them unique – which she says, is often “right in front of your tits.”

Rúna played a leading role in Iceland's National Assembly of 2009 where the nation's leaders collectively worked together to reinvigorate the country following their economic crash. The group tapped into the values and future vision of the island nation and transformed Iceland's economy by branding their uniqueness, or their X-factor, as Rúna calls it.

Seeing first hand the immediate benefit and long-term results of a whole nation working collectively to discover who they authentically are, the outcome of this unique assembly became one of the cornerstones of her successful business branding process.

Rúna has transformed her own career and currently dedicates her work to supporting global leaders and their teams to brand their own X-Factor to unleash their fullest potential while discovering their natural flow in business and life.

## HIRE RÚNA TO SPEAK AT YOUR EVENT?

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