

# Your PERSONAL BRAND



DISCOVER



QUALITIES {values, strengths, personality}

BE NICE  
BE ON TIME  
DO GOOD WORK

[Empty text box for Qualities]



SKILLS & KNOWLEDGE {abilities, experience, expertise}

[Empty text box for Skills & Knowledge]



PASSION {things you feel deeply about}

[Empty text box for Passion]



FREAK FACTOR {what makes you stand out}

[Empty text box for Freak Factor]



My mission in life is to (ex: *empower leaders & improve the world*)

[Empty text box for Mission]

I'm deeply passionate about (ex: *the responsibility we all have to love & support each other's success*)

[Empty text box for Passion]

I want to (ex: *coach & develop leaders who inspire greatness in themselves & others*)

And I want to (ex: *empower leaders to create remarkable cultures where everyone can be at their best*)

What makes me special is (ex: *my ability to be brutally honest with love & compassion*)

This is important because (ex: *only by knowing & hearing the truth can we make positive changes in ourselves & in the world*)



#### Internal

What **values & beliefs** support you living your personal brand? What needs to change?



What **actions & behaviors** support you living your personal brand? What needs to change?



#### External

Physical Appearance: wardrobe, style, etc.

Social Footprint: LinkedIn, Facebook, Instagram, etc.

External Props: office, business cards, website, etc.



1. Research brands you like. What appeals to you about them? How can you emulate them?
2. Google yourself
3. Ask for feedback
4. Get help - hire an expert



**Change is inevitable. Growth is intentional.**

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