**Personal Brand - Video Watching Template**

Complete this sheet while watching the following video: [**https://youtu.be/s3B7OeEHGRo**](https://youtu.be/s3B7OeEHGRo)

**What is a Personal Brand?**

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**Fill in the Blanks:**

Human beings decide \_\_\_\_\_\_\_\_\_\_\_ and justify \_\_\_\_\_\_\_\_\_\_\_\_\_.

If you have a good personal brand, people are willing to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ more for your product or service, and \_\_\_\_\_\_\_\_\_\_\_\_\_ less.

A brand always begins with your \_\_\_\_\_\_\_\_\_\_\_\_\_\_. Start with the principle of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Here’s the rule: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**What are the 8 Laws of Branding?**

Definition Starting Ideas for Yourself

**1. Specialization:**

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**2. Leadership**

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**3. Personality**

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**4. Distinctiveness**

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**5. Visibility**

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**6. Utility**

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**7. Persistence**

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**8. Good Will**

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**Helpful Tips:**

* Use “Back from the Future Thinking” to help identify what these areas are for you.
* Of all words that people could use to describe you, what is that one word?
* Your Personal Brand is an expression of the type of person someone will consistently get, *every time* they interact with you.
* People with stronger personal brand are promoted faster, paid more, etc… So you can decide how important this is for you to build for yourself.

**Start Building it Today:**

What can I do differently, starting from today, so that people think of me like this, all the time?

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