Building your brand

Template

Please answer the following questions based on the research you have conducted:

1. Identify three professional people (either that you know personally or in the public domain) and the personal brand attributes you admire about them.

Person One –

-Sneh Desai

He is energetic and positive because through his motivational seminars

he can gain people’s trust in order to change people’s mindset

Person Two –

-Priyanka Chopra

She is hardworking and knows her worth and knows in order to be successful actor she needs to have a new perspective at every role.

Person Three –

-Kenny Sebastian

He is unique and determined and knows how to behave in situations in order to make people laugh through his standup comedy.

2. From the list of characteristics you admire, identify the personal brand attributes that you want to develop for yourself.

1. Being authentic
2. Being Hardworking
3. Knowing my worth
4. Being determined
5. Being open-minded

3. Identify what actions you need to take to live your identified personal brand attributes.

-I need to accept myself with all my traits and flaws in order to be authentic and be an original version of myself.

-I need to set up my goals and plan my schedule and work accordingly each day every day to be more hardworking.

-To know my worth, I should solely believe in myself.

-To be determined, I must work towards my goals continuously even if failure comes my way.

-To be open-minded I should let the triffle things pass by and be more positive to perceive the external environment.