

YOUR
Personal
BRAND

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**WHAT IS A PERSONAL BRAND,
ANYWAY?**

**IT'S HOW THE WORLD SEES
YOU.**

IT'S YOUR REPUTATION.

**IT'S WHAT YOU DO AND HOW
YOU DO IT.**

**HOW THE HECK DO I GET ONE
OF THOSE?**

I'LL TELL YOU.

**FIRST, LET'S ANSWER SOME
QUESTIONS.**

**WHAT ARE YOU PASSIONATE
ABOUT?**

THIS CAN BE ANYTHING.

LEGOS. BURRITOS. COMPUTERS. LAW & ORDER.

ANYTHING.

**WHAT STRENGTHS DO PEOPLE
SEE IN ME?**



**WHAT IS YOUR GO-TO SKILL
WHEN OVERCOMING
OBSTACLES?**

**WHY HAVE YOU BEEN
SUCCESSFUL IN THE PAST?
IN YOUR MOST SUCCESSFUL TEAMS,
PROJECTS, OR VENTURES, WHAT DID YOU
DO?**

**NOW, YOU KNOW WHAT
YOU'RE GOOD AT.**

**BUT, WHICH OF THESE THINGS
DO YOU ACTUALLY WANT TO
DO EVERYDAY?**

**WHICH SKILLS DO YOU NOT
WANT TO USE?**

WHAT'S MISSING?

WHAT ABOUT WEAKNESSES?

**EVERYONE WITH A STRONG
BRAND KNOWS WHAT THEY
CAN DO, AND WHAT THEY
CAN'T DO.**

Now what?

**YOU CAN DO ANYTHING YOU
WANT.**

**ASK YOURSELF THE
QUESTIONS YOU HEAR IN
CHEESY ICE BREAKERS.**



**BUT YOU ALSO HAVE TO
THINK ABOUT DEEPER STUFF,
TOO.**



**FOLLOWING YOUR PASSIONS,
GUIDED BY YOUR VALUES,
LEADS TO ENTHUSIASM.**

**OKAY, WE'VE ASKED A LOT OF
QUESTIONS.**

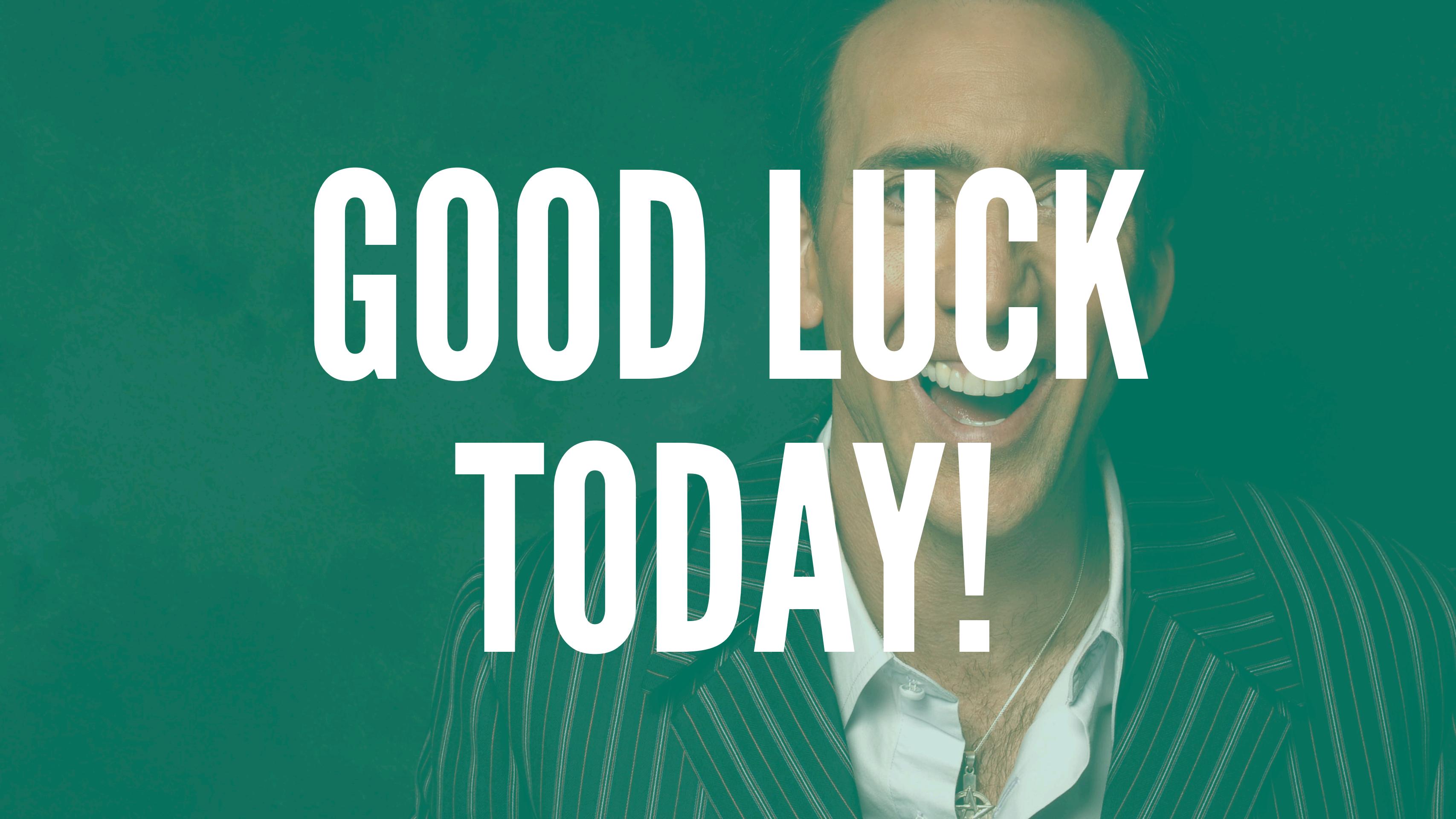
NOW IT'S TIME TO PUT IT ALL
TOGETHER.

**YOU KNOW WHAT MAKES YOU
UNIQUE, AND YOU KNOW
WHAT YOU WANT.**

NOW, SHARE IT!!

YOUR BRAND IS POWERFUL.





**GOOD LUCK
TODAY!**