BUILD A STRONG PERSONAL BRAND

5. Product branding principles

| What are th | ne component | s of your | OWN brand? |
|-------------|--------------|-----------|------------|
|-------------|--------------|-----------|------------|

Brainstorm anything that comes to mind related to what makes you uniquely YOU as a professional. At this stage, this is meant to be more of a brain dump, so try not to judge or filter too much. Just list anything that comes to mind.

