

BUILD YOUR PERSONAL BRAND #2

The key to building your brand is authenticity, encompassing your genuine, humble and unique qualities that define who you are, your personality, your character and your vision.

1. Identify the primary product, service, resource or special ability that you have to offer. _____

2. Identify your core values. (What really matters to you?) _____

3. Identify your passions. (What things or ideas do you love?) _____

4. Identify your talents. (What have you always been recognized for that you do well, what skills do people seem to notice in you?) _____

5. Choose the top five talents (the ones you do the best and enjoy doing the most). _____

6. Weave the items on your lists into a statement of your specialty. (What are you most gifted at delivering?)

7. Write a paragraph emphasizing your specialty and your five key talents, weaving your important values, passions and skills together. _____

8. Add a **tag line** to your brand (a verbal business card that tells your “story”) such as “I am a teacher who is dedicated to helping today’s youth learn more about themselves and how they can positively impact the world.”

