



DEFINING YOUR PERSONAL BRAND:

How do you define yourself as a brand? How do you take your education, values, and morals and turn them into an outward facing brand? We will break down how to define your personal brand. This is the first step toward remarkable success in your career.

Follow the steps below as we cover the focal points of defining your personal brand to move you closer to the career you desire.

TIME TO GET INTROSPECTIVE:

Take a piece of paper and make a list to answer each of the following 5 questions.

1. List the things in your life that give you joy.
2. Imagine yourself as a building, what values are the foundation that you stand on?
3. List characteristics of the people you want to spend your time with.
4. Write down 5 business ideas that get you excited.
5. What do you do better than 80% of the population?



PERSONAL MISSION STATEMENT:

Having a personal mission statement is not required, but there are many benefits to having one. This is the statement your personal brand and actions will be accountable to. Personal Mission Statements help bring focus and purpose to your personal brand.

These Mission Statements should be simple, no more than one or two lines. Here are some examples from famous business leaders

Example: Oprah Winfrey "To be a teacher. And to be known for inspiring my students to be more than they thought they could be"

Sir Richard Branson "To have fun in my journey through life and learn from mistakes"

Using the examples above revert back to section one of this guide. Questions 1 and 2 provide clarity for our personal mission statement.

Go ahead and give it a try. A few things to note:

- There is no wrong answer.
- This doesn't need to go on your website, it is more of a personal guideline.
- Those closest to you may provide great feedback
- Revisit this often and make sure your actions are in line with it.

MY PERSONAL MISSION STATEMENT:



PERSONAL BRANDING IS DEFINED BY THE PEOPLE AROUND YOU:

Revisit step number 3 above. The goal of this exercise is to help us define the type of person most synergistic with our brands. As in life, the individuals you associate with define your personal brand. On the flipside your success is amplified via your network.

Example: Sergey Brin and Larry Page were both the sons of academics, economists and mathematicians. They met working on their doctorates in computer science at Stanford University in 1995. They were a match and put their minds together to create the algorithm that we know as Google.

For this exercise, examine the work you did in step 3. Make a list of people who fit in the two buckets below. Mentors can be anyone who produces content that you consume and find beneficial. (ie. Authors/celebrities/entrepreneurs).

<u>Mentor or Partner</u>	<u>Friend or Peer</u>
1)	1)
2)	2)
3)	3)
4)	4)
5)	5)

*Note: This is not an exercise in excommunicating friends. Its intent is to highlight who you should be working with, talking to and learning from when trying to grow your personal brand.



WHERE DOES OUR BRAND PROVIDE VALUE?

Questions 4 and 5 go together. The goal is to combine your skillset with what excites you. This allows you to provide value.

Question 4 is particularly important. The brain is like a muscle. Generating ideas exercises that muscle. To maximize your personal brand creating content will be paramount. Coming up with new ideas facilitates unique ways for you to create compelling custom content.

Example: Michael Dubin knew marketing. In his decade long career he held positions at NBC, Time Magazine, and Sports Illustrated. In 2011 at a party he met Mark Levine, and the two spoke of their frustrations with the cost of razor blades. Talent met opportunity. Today, Dollar Shave Club has over 2 million members who subscribe to their services monthly services.

Use the space below to write your ideas and where your unique skills fit in. If they don't today, don't sweat it. You will have more ideas tomorrow.

PERSONAL BRANDING REVIEW:

- 1) Create your personal mission statement and make sure your actions follow it.
- 2) Create your personal brand network.
- 3) Generate Ideas.
- 4) Use the ideas you generate, and the value you bring to start creating content.