

BRAND
BUILDING
NARRATIVE
PACKAGE

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5 STEPS TO BUILDING YOUR PERSONAL BRAND

STEP 1 WORKSHEET: ESTABLISH YOUR PURPOSE

The following steps will help you define, build, articulate and create a connection with your target market introducing them to who you are as a brand.

Answer the following questions in Step 1 in detail.

1. Why did I want to build my brand? (What was my motivation, to secure my dream job? Who is my target market? How do I add value through my brand? etc.)

2. Why do I want to help out or connect with this target market? (Why is this important?)

3. Why is it important that I share my brand with the world? (What impact will your brand/work have?)

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STEP 2 WORKSHEET: CHOOSE YOUR PERSONALITY

Answer the following questions in Step 2 in detail.

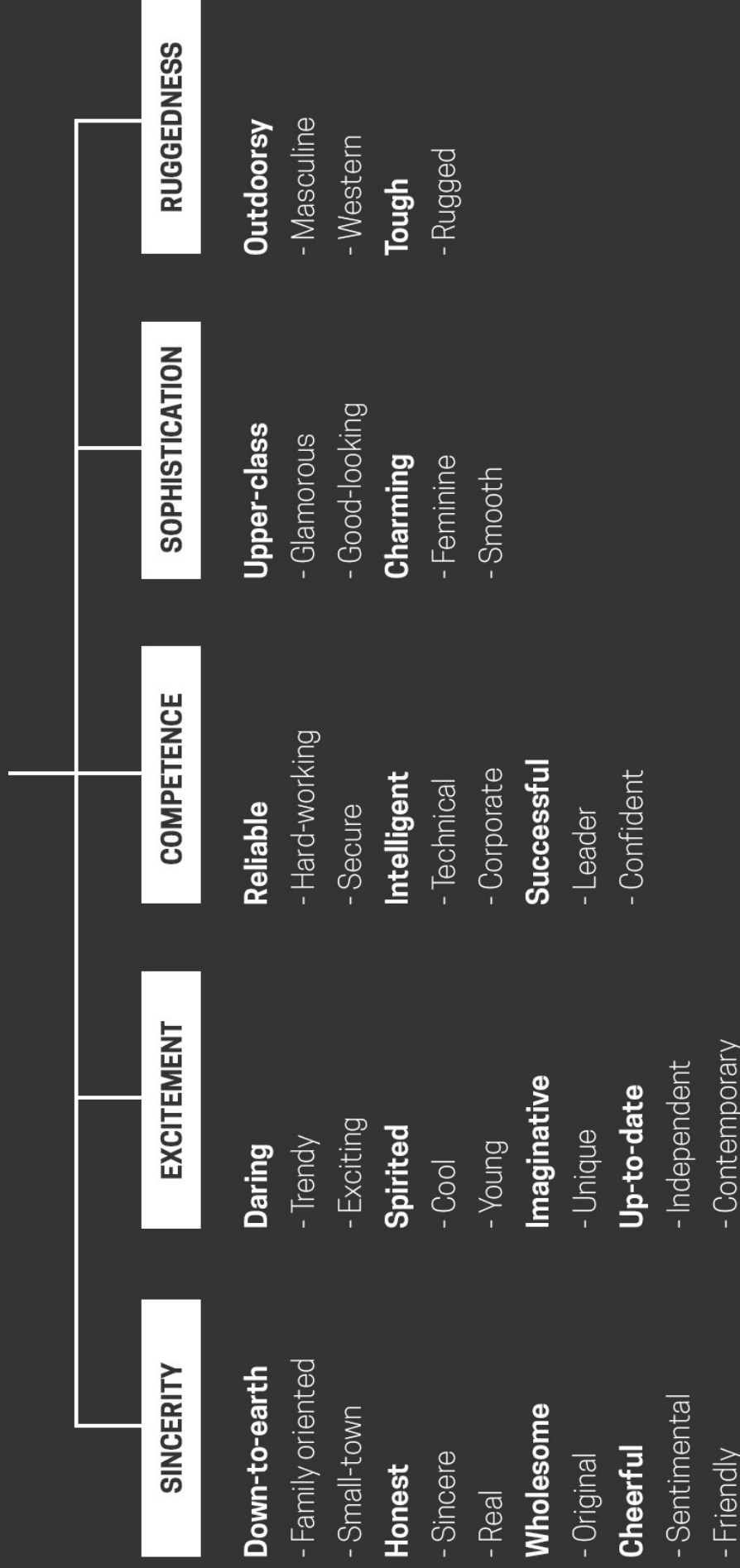
1. What kind of personality do I want to use for my brand? (see Attachment below)

2. How do I want to be perceived? – do I want to be approachable and casual, corporate and formal, etc.?

3. Will I be able to stay true to my brand's identity? (How will I create consistency in my communication and connection with my target markets and introductions to new markets and/or opportunities?)

BRAND PERSONALITY

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STEP 3 WORKSHEET: OUTLINE YOUR VALUES

Answer the following questions in Step 3 in detail.

1. Who Am I? (Remember what you "do" is NOT who you are.)

2. What do I stand for? (Why are your core values important and what do they mean to you?)

3. Write out your list of values.

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STEP 4 WORKSHEET: DEFINE YOUR CULTURE

Answer the following questions in Step 4 in detail.

1. How will I contribute to my industry's culture? (Empowerment, innovation & passion)

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STEP 5 WORKSHEET: COMMUNICATE YOUR BRAND TO YOUR AUDIENCE

Answer the following questions in Step 5 in detail.

1. What is my personal mission and vision statement? (A Mission Statement defines the company's/individual's business, its objectives and its approach to reach those objectives. A Vision Statement describes the desired future position of the company/individual's brand.)

2. What are the benefits others will gain from working with me?

3. What are my chosen platforms and the appropriate media to connect and share my brand?

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STEP 5 WORKSHEET: COMMUNICATE YOUR BRAND TO YOUR AUDIENCE

Answer the following questions in Step 5 in detail.

4. What is my call to action? (What goals do you have, and how do you plan to connect with and entice your audience?)