What is a Brand?
Regardless of age or position, all of us need to understand the importance of branding. We are CEOs of our own companies: Me, Inc. To be successful, our most important job is to be head marketer for the brand called You! Smart people figure out how to create a message and a strategy to promote the brand called You.

What makes me unique?
1._____________________________________
2._____________________________________

What are the things I value?
1._____________________________________
2._____________________________________

What are the things that can destroy my brand?
1._____________________________________
2._____________________________________

What are the things I can do to protect my brand?
1._____________________________________
2._____________________________________

Who are the four (4) people that I trust to be on my ME, Inc. Board of Directors?
1._____________________________________
2._____________________________________
3._____________________________________
4._____________________________________
Who/What are the networks I will need to build to grow ME, Inc.?

1. ______________________________________

2. ______________________________________

Who/What are the networks I will need to break to grow ME, Inc.?

1. ______________________________________

2. ______________________________________

What is your Personal Branding Statement? (A statement that tells the world who you are & what you are about)

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________