

Me, Inc.

The Art of Personal Branding

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)

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