

## **Building Out the Foundation of Your Brand**

### ***Identifying Your Audience and Defining What You Want to Be Known For***

By now, you have identified your strengths and values and narrowed these down to the specific ones that are most important to connect to your personal brand.

From June's exercises, list the strengths and values you identified as wanting to showcase in your personal brand:

<b><u>Strengths</u></b>	<b><u>Values</u></b>

Now it is time to dive into your purpose by defining your audience and the problem you want to solve by establishing and living your brand.

#### **1. Who is my audience/who do I serve? What are the attributes I want them to recognize in me?**

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- 2. Reflecting on your strengths and values, what is it that I do best/at ease? What makes me special and what do I enjoy? What am I an “expert” at doing that differentiates me from others? Be specific!**

- 3. What gap/problem can my expertise help solve?**

**4. How will my contributions help to solve the “problem” listed above?**

### Creating the Foundation for Your Personal Brand

Now that you have identified your audience, expertise/value, and the gap you can uniquely address, it is time to start narrowing down the above to create a concise personal brand statement.

Taking the answers from above, complete the following sentences. Feel free to re-structure any portion of what is below as this is just one of many templates for a personal brand statement.

For \_\_\_\_\_ *(your audience)*

I'm the best at \_\_\_\_\_ *(your expertise)*

Which helps/addresses \_\_\_\_\_ *(the gap you can address)*

By \_\_\_\_\_ *(how you will fix the problem)*

Don't expect to complete the above with your "final" product. This will take time and probably several versions to get to a place you like. Some suggestions as you work on this are:

- Complete this exercise and put it aside. Revisit it when you have a fresh outlook and assess "does this really describe me?". Make edits and put it aside again. Repeat as many times as you need.
- Share this at your next mentor/mentee meeting. Ask for feedback and if this resonates with them.
- Select one or two people that you trust from your identified audience to share it with and ask for feedback.