

DEVELOPING YOUR PERSONAL BRAND

Regardless of your work situation – employed on a career path, running your own business, sharing your entrepreneurial idea with the world – you need to be able to position yourself and your offering to your 'client'.

A personal brand is a confident statement of the value you offer, the outcome you can deliver, underpinned by your strengths and capabilities, your personality and qualities.

The work we started with your Strengths and Successes continues here. What are you really good at that allows you to deliver the outcomes you promise to your client.

Strengths, Capabilities	=	Benefit (<i>What is the value of the strength or capability</i>)
1.		1.
2.		2.
3.		3.
4.		4.
5.		5.
6.		6.
7.		7.
8.		8.
9.		9.
10.		10.
11.		11.
12.		12.
13.		13.
14.		14.
15.		15.

Next. How would other people describe your qualities and personality?

How would you describe yourself?

How would you describe your ideal target client (or employer)

What do you believe they need? What is their problem / pain?

How do you help them alleviate that pain?

Who are your competitors? Either people / businesses who do exactly the same thing as you do, or who offer the same or similar outcome?

Why would your target market choose you instead of (one of) your competitor(s)?

What is the key message you need to share with your potential clients to influence their purchase decision?