

# ESSENTIAL ITEMS FOR PERSONAL BRANDING

## TOOLS FOR A SUCCESSFUL BRAND

### CLARIFY KEY VALUES

Identify your core values. Values are an important part of our identity and form our compass. Your brand should be compatible with your beliefs and values; those two You's must be able to exist harmoniously.



### DEFINE UNIQUE VALUE PROPOSITION

Define what is unique about you. Uncover the 3 facets of your Golden Triangle. What you have to offer, what the market needs, what motivates you



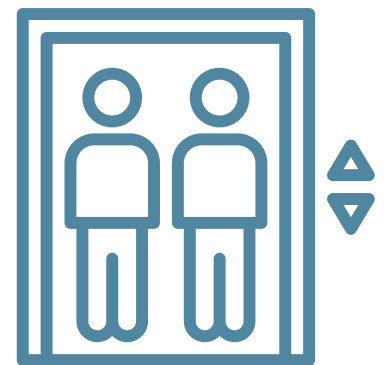
### CREATE YOUR MISSION

Start with your WHY. Discover your motivators, your qualities. Craft a personal mission statement that reveals your ultimate purpose in life



### ELEVATOR PITCH

Identify your pitch, how you introduce yourself, your strengths and qualities. Tie your unique value proposition to the pain points of your audience



### BUILD ONLINE PRESENCE & VISUAL IDENTITY

Create your Online presence whether it is LinkedIn or social media. Maintain consistency between media.

