

# DEFINE YOUR BRAND

CREATE A STAND OUT BRAND AND FINALLY LIVE UP TO YOUR BIG VISION

Hi, there!

As a writer and a business owner, I've noticed that a lot of my potential derived from self awareness.

A lot of what we do in our personal lives, carries over into our professional lives. For the past two years, I've had a chance to REALLY get to know myself and develop my unique voice in the noisy internet world.

Before you begin this exercise, let me explain my overall goal. If it hasn't been clear through reading my blog, my goal is to help passionate people like you live a life of abundance. This means getting the most out of your personal and professional lives. In order to get to that place, you have to understand who you are.

The following exercises in this workbook are to challenge you to clearly articulate who you truly are outside of your job title and what past influences have expected you to be.

Ready?

Let's dive in.

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## NATURAL STATE

What am I naturally good at?

What do I have an interest in or find myself researching often?

What activities do I enjoy most?

What do I find the most joy helping people with?

What is one stance or opinion that I have that people rarely agree with me on?

What did I enjoy doing when I was a child?

What is something I consistently over-deliver on or overdo?

What do I feel most comfortable talking about?

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## EDUCATION

What do I have training or education in that I enjoy doing?

What have I taught myself? List everything I can think of:

I feel most intelligent + confident when I'm:

What else do I need to learn to take my interests/passions to the next level?

In an ideal world, people would look at my education + experience and think:

In an ideal world, people would look at my education + experience and feel:

What former job experiences can help me with my current interests?

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## RECURRING THEME

What topics do I bring up in conversation most often?

What's one major thing I do "right" most often?

What's one major thing that I'm not that great at because I've never really tried to be?

What is my favorite legend or fairy tale?

What theme runs through the story on this page?

What other commitments hold me back from working on what I love?

What frustrations do I have when I try to work on what I find interesting?

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## READING THE SIGNS

What do I receive compliments on?

What do people ask me for help with?

What movie careers or real life stories do I semi-envy?

What does an ideal day look like for me (from start to finish)?

How does my ideal work benefit other people?

What is something I think about constantly?

What is a frequent dream I have for my life?

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## CURRENT & FUTURE INTEREST

What type of events do I attend or like to attend? (Ex: community awareness, non-profit, entrepreneurial, etc.)

What do I like to talk about on social media? (Ex: controversial topics, food, entertainment, etc.)

What type of content am I most likely to share on social media? (Ex: politics, fashion, marketing, tech, etc.)

What types of accounts do I follow on social media? (Ex: celebrities, innovators, creators, national brands, local brands, etc.)

Thinking through what's involved in delivering my passion as a service, am I willing to go through all of the steps?

What am I passionate about that I will still be passionate about in five years?

If my business wasn't profitable for six months or more, would I still want to do it?

If I look back in 5 years, what will I want people to have thought of me during that time?

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## LETS GET PERSONAL

A pretty embarrassing moment for me was when:

A pretty meaningful moment for me was when:

One of my greatest accomplishments to date is:

The thing that I know I'm better at than anyone else I meet is: (say it with confidence)

What do I fear most when it comes to building this business?

Is the risk of following my interests (and work I find fulfilling) worth the potential reward?

What is the potential reward of pursuing this?

What would success mean for me and those important to me?

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## LETS GET PERSONAL

Who are my key supporters? People who would go to any lengths to see me living my dream.

In the movie version of my life and business, how far does my passion take me?

What's the KEY takeaway I want someone in a future generation to get from my story?

What negative thoughts, people, or influences will I have to minimize or remove from my life to make this work?

What positive thoughts do I have about myself that I need to think more often?

What else (other than my meaningful work) do I need for a happy, peaceful life?

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SET A TIMER FOR 10 MINUTES AND WRITE DOWN ALL YOUR INTERESTS THAT ARE STICKING OUT TO YOU RIGHT NOW:



NOTE: Cross out anything you wouldn't want to provide as a service or product. Cross out anything people probably wouldn't pay you for.

EVALUATE WHAT'S LEFT. WITH EACH ITEM, ASK YOURSELF, IS IT:

- Useful to others?
- Something I could do repeatedly?
- Something fulfilling?
- Something people have offered to pay me for in the past or would likely be willing to pay for?
- Something that solves a problem or fills an important desire for people?
- Something I feel skilled to do/create or learn more about and then do/create?
- Something that will eventually support the free time and lifestyle I desire?
- Something I can wrap my mind around and believe in?
- Something that I will be happy to tell other people I do?
- Something I can become confident enough in to present myself as an expert?

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MY TOP THREE INTERESTS ARE:

FOR NOW, I'M GOING TO CHOOSE TO FOCUS ON:

THIS IS A GOOD FIT FOR ME BECAUSE:

THE TOP THREE REASONS I FEEL PEOPLE SHOULD PAY ME FOR IT: