

YOUR STORY

Personal Brand for:

Date:

YOUR BRAND

What problem do you see in the world, your community, your personal sphere of influence?

How can **YOU** help? What unique skills and talents do you want to bring to create change?

What will happen if you don't get involved and help?

KNOW WHAT YOU STAND FOR

List 3 Character Traits you want to bring to the world. What do you want to be "famous" for? Explain what they mean to you.

1 _____ Explanation: _____

2 _____ Explanation: _____

3 _____ Explanation: _____

WHAT WILL YOU DO?

List 3 daily actions aligned to moving your brand forward.

1 _____

2 _____

3 _____

YOUR STORY

PUTTING IT ALL TOGETHER

(YOUR BRAND)

1

2

3

(WHAT YOU STAND FOR)

1

2

3

(YOUR DAILY ACTIONS)

HER STORY

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