

DEFINE YOUR PROFESSIONAL IDENTITY

How do you identify yourself professionally?

What image do you wish others have about you as the professional and person you are?

Your professional identity is a combination of the following:

- The problem you help your audience solve.
- The specific audience you serve.
- Your unique way of solving their problem and helping your audience to succeed.
- A key strength or a unique characteristic of your personality.
- How your audience feels once the problem has been solved.



PERSONAL BRAND

**Who is your audience?
Who needs to know YOU?**

Type Your Answer Here

What problem do you help them solve?

Type Your Answer Here

What is the expertise you want to be known for?

Type Your Answer Here

How do you want to help your audience to succeed?

Type Your Answer Here

What value drives you when helping them?

Type Your Answer Here

How do you want them to introduce you to other people?

Type Your Answer Here