



# Personal Branding Art of Thriving

## What is a personal brand?

 Your personal brand manifests who you are and what you believe in.

It is the **authentic you** that you share publicly to build recognition and trust in you as a professional and the person behind your role.

This brand distinguishes you from others working in the same field and targeting the same audiences.

It helps your audience remember your promise and find you when they need your help.

## How to identify your brand?

List your key talent, skills, standout strengths, passions, and core values.

### **Your brand is a promise**

Your personal brand positions you based on the value you offer to your audience—both as a professional and as a person.

### **Think:**

**"This is who I am; how can I help you, and how will my actions and behaviour make you feel when you work with me?"**

┆ Your brand is not your job or your work history.

- It is who you are and what you have to offer that others find valuable.
- Understanding this is key to personal branding success. Unless your brand compels your audience and offers them value first, your branding fails.
- When done right, personal branding helps you earn more whether through salary and benefits or cash flow and leverage your authority and trust for the benefit of others and yourself.

┆ Your brand promise is based on how your audience perceives you.

# 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

*Art of Thriving*

