

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