

Personal Brand

dōTERRA

Your brand is about you taking a stand for your mission.

Your personal brand should be a true reflection of your skills, passions, values, and beliefs. You want to find the special thing that is *you* and make your brand all about that.

BUILD YOUR FOUNDATION

The first step to creating your personal brand is to lay a foundation that you can authentically build upon. The primary goal is to come from a place of service and authenticity.

The first part to building a strong brand foundation is going through a brand discovery process. Brand discovery is really figuring out what you want to represent today and for many years to come.

BRAND DISCOVERY

Who are you? _____

What is your passion? _____

What is it that you want your brand to represent? _____

What you are being called to share? _____

STRENGTHS AND GIFTS

List your top five unique strengths and gifts:

Strength #1 _____

Strength #2 _____

Strength #3 _____

Strength #4 _____

Strength #5 _____

Own Your Expertise and Niche

EXAMPLE

Category: Women's Health

Sub-category: Women's Immune Systems

Niche #1: Healthy Immune System

Niche #2: Essential Oils

Expert Title (*What gives you credibility and authority?*): I am an expert on the immune system and I specialize in essential oils and natural remedies.

Tagline (*What makes you unique*): I help women support their immune systems naturally.

Your Why (*Your purpose/why*): I believe women can become the CEO of their health with cheaper, safer, more effective natural solutions.

Define Your Niche, Expert Title and Why

Use both sides of the table to brainstorm different ideas.

Catagory	Catagory
Niche 1	Niche 1
Niche 2	Niche 2
Expert Title (What gives you credibility/authority?)	Expert Title
Why (Your purpose/why)	Why

Creating Your Tagline

Your tagline is what makes you unique and interesting, different and controversial.

EXAMPLE

I help women support their immune systems naturally.

Your tagline sample:

What makes you unique? _____

What makes you bold? _____

How is your perspective unique? _____

How are you different? _____

What are you taking a stand for? _____

Your Tagline

Take some time to combine all of your answers into one cohesive statement. Write your tagline here:
