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.

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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:

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________

_____________________________________________________________________
Your Hero’s Journey
Write your Hero’s Journey below.

MY STORY