

5 Steps to Begin Building Your Personal Brand

Before you roll up your sleeves to get to the important work of being the best version of yourself, you must start with the foundation. Your personal brand is a combination of tangible and intangible attributes that make you uniquely you, and create value for you personally and professionally.

Brand building exercises are vital to helping you establish a logical and emotionally stable foundation to determine who you really are at the core. It requires deep personal reflection, and exploration into your character and attitude. It's important for you to start the process on your own by identifying the information below.

What are your values?

1

Values are important to the way we work and live. They are a set of beliefs that influence and guide our choices, behaviors and priorities in our life. Take some time to reflect on your values to begin some foundational work to help determine who you are. Remember, this should be a deep reflection of yourself, and be sure to do it without a negative lens. Don't judge yourself.

What do you love?

2

Love. A really big four-letter word, right? Love is defined in many ways. For the purposes of personal brand building, the word love represents a feeling of enthusiasm, joy, or deep interest in something. You should know all of the things you absolutely love. Don't leave anything on the table even if it seems like it doesn't make sense.

What do you dislike?

3

Caution. Judgement zone ahead. Similar to love, disliking someone or something comes from a visceral place within us. Having a negative or bad feeling toward something can range from synonyms like distaste, hostility, disgust, aversion, etc. For the purposes of this exercise, we are talking about those things that you really don't like to do and make you uncomfortable professionally and personally. Acknowledge the discomfort, and own it.

What are you great at doing?

4

Here's an opportunity to brag on yourself. All of us have things that we are great at doing. Regardless of how big or small, determine what you are great at doing. This may, or may not include some of the things you're currently doing.

Trust the process.

5

There should be no fear in change. While the emotion of fear will arise, change will only happen if we desire to grow, use the tools available to us and do our work. Respect the journey to become the best version of yourself. Embrace the ambiguity. Things don't always look or happen the way we think they should. You got this!