

Develop Your Personal Brand Advertisement

There are many roads to travel on the way to building the brand that is uniquely yours. Now that you've completed, "5 Steps to Begin Building Your Personal Brand," and "6 Tools to Help You Evaluate Your Personal Brand Equity," the next important aspect of this work to become the best version of yourself, is to understand the brand that you display to others.

You may think that you're presenting yourself in an authentic way, but the people who experience you may see something totally different. To help ensure alignment with the brand you believe you are displaying and what others see is to see it for yourself.

Exercise: Create a one-page flyer that illustrates your personal brand. The flyer must include your mission statement, services you offer, expertise, tagline, and contact information.

What you'll need: an honest assessment of yourself, blank paper and your writing instrument of choice, i.e., multi-colored markers, paint, colored pencils, a laptop.

After you complete the exercise, step away for 48 hours. Review it again and ask yourself the following questions and where applicable, consider why or why not:

1. What do I see?
2. Is this me?
3. Do I live this way?
4. Is this what I want people to see?
5. Does this make me happy?
6. Is my brand authentic?
7. Does it align with what I want out of my life?
8. Am I willing to make the required sacrifices to keep this brand and build upon it?
9. How will my brand impact others in a positive way?
10. Is there anything that I need to change?