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With thanks 😊 to Kathryn Jackson of
Kathryn Jackson Coaching




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If you can't figure
out your purpose,
figure out your
passion. For your
passion will lead
you right into
your purpose.


T.D. Jakes

Personal Brand

- A tool for understanding our selves
- A sentence that is distinctive to you
- Captures your interests and strengths
- Helps others understand what you offer



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Goals & Aspirations

Personality



What others say



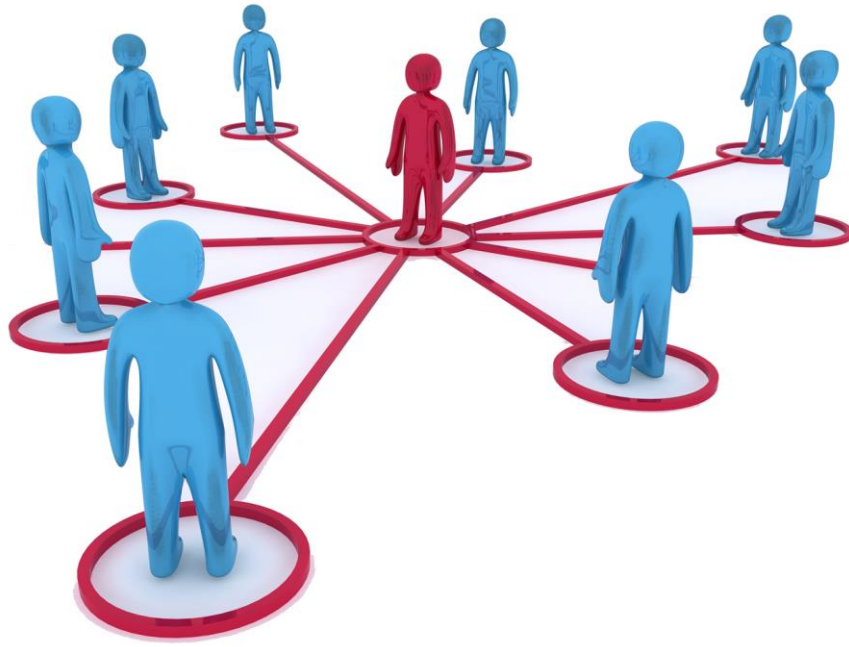
Values

Your qualities

Strengths

Step 1

- Brainstorm 5 things that are important to you, things that make you, 'you'



Step 2

- Think about your potential ‘audiences’
- Who will you communicate your personal brand to?
- What do you know about your ‘audiences’?
- How does that help you to shape your brand?
- How does that help you ‘find your audience’?



Step 3

- Start to refine a 'brand statement', a sentence about you that you can communicate with others
- Start to make connections, join Linked In..... follow organisations on Facebook.....identify 'audiences' for your brand



Examples of Personal Brand Statements

- I am an enthusiastic champion of others who enjoys seeing people develop new skills
- I want to be the pebble in the pond that creates the ripple for change - Tim Cook
- I enjoy looking for the best way to do something, I get satisfaction from a job well done
- Supporting you to be the best you can be – Kathryn Jackson
- I am logical, practical and calm, good to have around when things need organised