



BRAND YOU

A powerful, authentic personal brand has substance that comes from the **inside work** you do on yourself and style that is projected **outside...** the outward projection of you and the micro-encounters that your audience has with your brand. The Brand You Tool is designed to help you capture the substance of your brand and make decisions on the style.

Think of the inside work as the **WHAT** and **WHY**. It's the work you do to know yourself, what you love to do, and why it's important to you... what you believe and what your values are.

The outside work of brand-building is the **HOW** and **WHEN** and **WHERE** of your brand. How does your brand show up in the world? Where and when does your brand make contact with your audience? When a person encounters your brand, how does it make them feel? How does your audience experience your brand?

INSIDE WORK



1 Fuel

What drives you, and why? What do you find interesting? What problems do you like solving? What do you love to do?

2 Impact

What are you known for? What words or phrases would your audience use to describe the value they receive from you?

3 Promise

What can your audience expect from you every time you show up? What is consistent about you?

OUTSIDE WORK



4 Audience

Who is your audience? To whom is your brand promising value? How do they know you?

5 Image

What is your look and feel? How do you want your audience to feel when they see your brand?

6 Tools

How does your audience experience your brand? What are the channels you use to reach your audience? And how do you get feedback from them?



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As you reflect on the inside and outside components of your personal brand, now identify an action you can take to build one or more of the components.

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