

HOW TO BUILD YOUR BRAND WORKSHEET

1. Define your brand. Identify the WHY.

It's helpful to start by looking at a brand from the consumer's perspective. The brand is not what you say you are, but what your customers say you are—this is the true test to determine if you are delivering on your WHY. The external view of what you are about should align with your internal view. The first activity is to establish a clear understanding of WHY you do what you do. Take a few minutes to answer these questions below.

a. What is your purpose?

b. What are your beliefs?

c. Where do you want to go?

2. Identify HOW you will go about building the brand you want.

Now, HOW will your actions map to your beliefs identified above? Take a few minutes to define four to five fundamental points of differentiation that will make your brand take flight.

3. Identify HOW you will take action to achieve your brand goals.

Self Improvement: How are you getting cutting-edge knowledge? Make a list of upcoming conferences, education courses, writing or speaking opportunities.

Deep Experience: How are you deepening your knowledge? Identify potential mentors and seek out new professional experiences.

High-level Coaching: Strive to be goal-oriented and motivating. How are you infusing your energy and compassion into your brand? Increasing your coaching skills?

4. WHAT is your brand?

The WHAT is the nuts and bolts of your brand, the final product. The WHAT is the result of putting great emphasis on the WHY and the HOW. Write down your brand WHAT:

5. Focus on your area of specialty.

A brand is just as much about what you aren't and what you don't do as it is about what you are doing. Don't try to specialize in everything, figure out what you really are specialized in and want to invest in—then the WHAT will come. Don't be a generalist, list out your specific goals and target markets:
