

PERSONAL BRAND *Statement*

Own Your Personal Brand

You are a brand. Yep. Like Coke, Spanx, and The Gap, you are a brand. Your personal brand statement sums up what you do and how you do it in your business, career, and (or) in life. Simply put. It's your unique selling proposition (USP) and the thing you do better than others. So, what is your brand?

Brand Discovery | Step 1: Uncover Your Personal Brand

WHO is your audience? Is it a potential client, hiring manager, supervisor, group of people at an event, or a single connection? Define the person(s) i.e. female entrepreneurs 40+ starting up. Circle your top 1-2 descriptive words that resonate most.

WHAT problems are you helping to solve with your talents, products, or services? Describe an issue, problem, or transformation you would like to have your audience make and circle your top 1-3.

HOW do you help your audience - customer, employee, manager, or client? Describe, in tangible terms, how you help them and circle your top 1-2 terms.

What's your **WHY**? Describe why you help your audience and what is the impact - the end result(s) you create for them. Circle 1-2.

Statement

Brand Statement | Step #2: Craft your personal brand pitch

Now, using your answers from Step #1, fill in the blanks to create your personal brand statement.

Example of Guadalupe Hirt with SecondActWomen:

I'm Guadalupe Hirt and I help businesswomen 40 and 50+ to market their companies and uplevel their careers by providing high-level workshops, online tools, and monthly events so they can grow their business, land a job, and connect with like-minded women.



My personal brand statement

I'm _____ and I help _____
your name *who is the audience*

to _____
what problem are you solving

by _____ and _____
how do you help your target *how (if you have a second how)*

so they can _____ and _____
why (the end benefit) *why (if you have a second why)*