

## 1: Personal Brand Positioning Statement

|                                  |  |
|----------------------------------|--|
| <b>For...</b>                    | (The people I want to influence)   |
| <b>Who think, feel, that....</b> | <ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> </ul>  |
| <b>I...</b>                      | (My most compelling benefit)   |
| <b>Because I...</b>              | (What makes my most compelling benefit credible) <ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> </ul> |

## 2: Making a Personal Brand visible

|   |  |
|---|--|
| <b>Choose Brand codes carefully.</b><br><br><b>Use them consistently to create awareness.</b> | <b>Visual:</b><br>(Shapes, Patterns, Logo, Profile Picture)<br><br><b>Verbal:</b><br>(Tagline, headlines, key words)   |
| <b>Use target-facing marketing materials strategically</b>                                    | <b>Target-facing materials</b> <ul style="list-style-type: none"> <li>- Networking one-pager</li> <li>- LinkedIn Profile</li> <li>- Bio</li> <li>- Resume</li> </ul> |