



Your Personal Brand Statement

Suggested Time: 30 minutes

Take the WHY statement you printed out earlier and copy it here.

I _____ because
_____.

Now, answer the following questions in writing.

1. What problems do you solve for others? What value do you provide?
2. What sets you apart from others in your field? What is unique about you?
3. Who is your audience?

Let's start with your answer to number 3: Who is your audience? Narrow your focus as much as possible. Be as specific as you can. Then, go back and write down precisely **what you do** for **that specific audience** that **sets you apart** from others.

Congratulations! You've just written your Personal Brand statement.