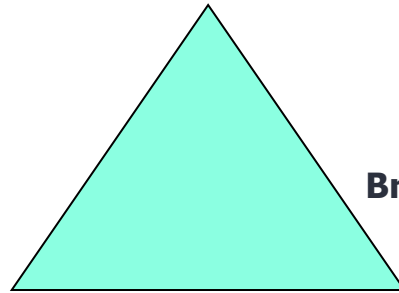
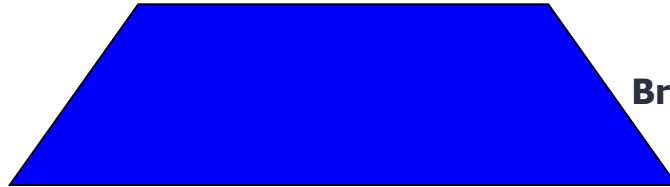


Personal Brand Pyramid



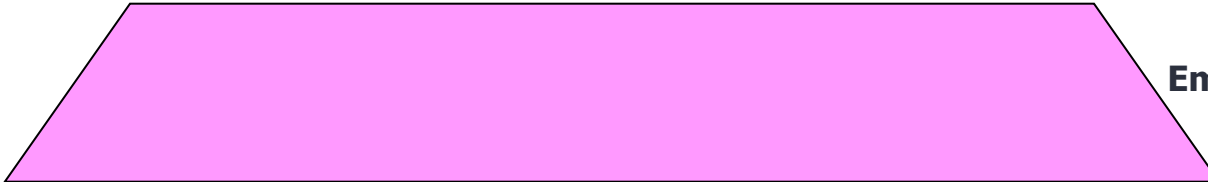
Brand Essence



Brand Personality



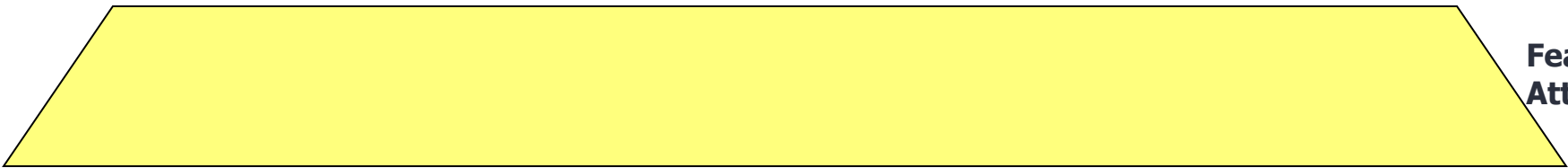
Values



Emotional Benefits



Functional Benefits



**Features &
Attributes**