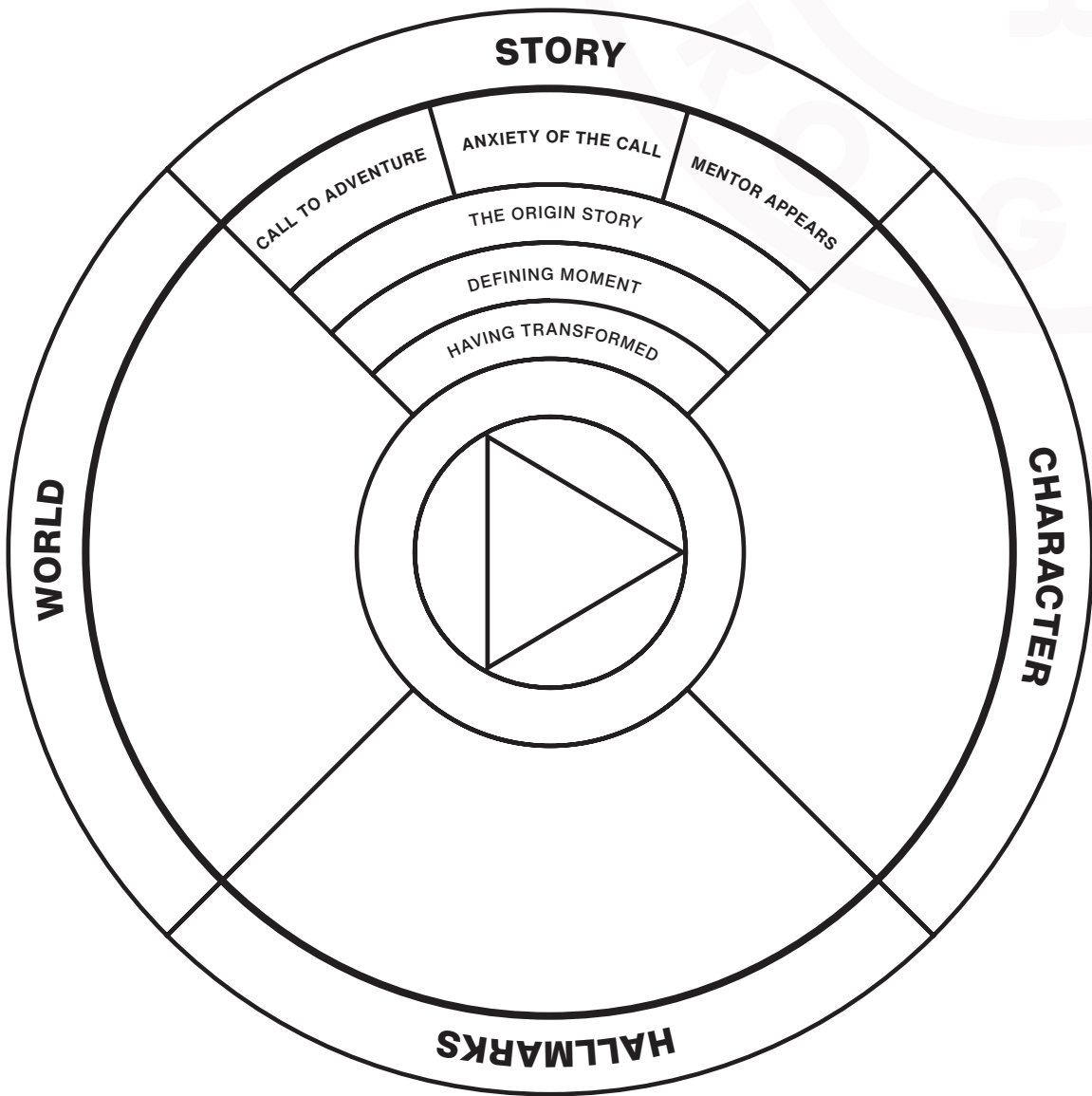


Personal Branding



Pt. 1: Story





Each great personal brand shares three common stories: your origin, your defining moment, and your transformation. Within each story there are three elements: the call to adventure, anxiety of the call, and a mentor appearing.

All of your stories should add up to who you are and what you want to become/ be known for.

Who are you and what do you want to become/ be known for?



Use the chart below to plot out your three personal brand stories.

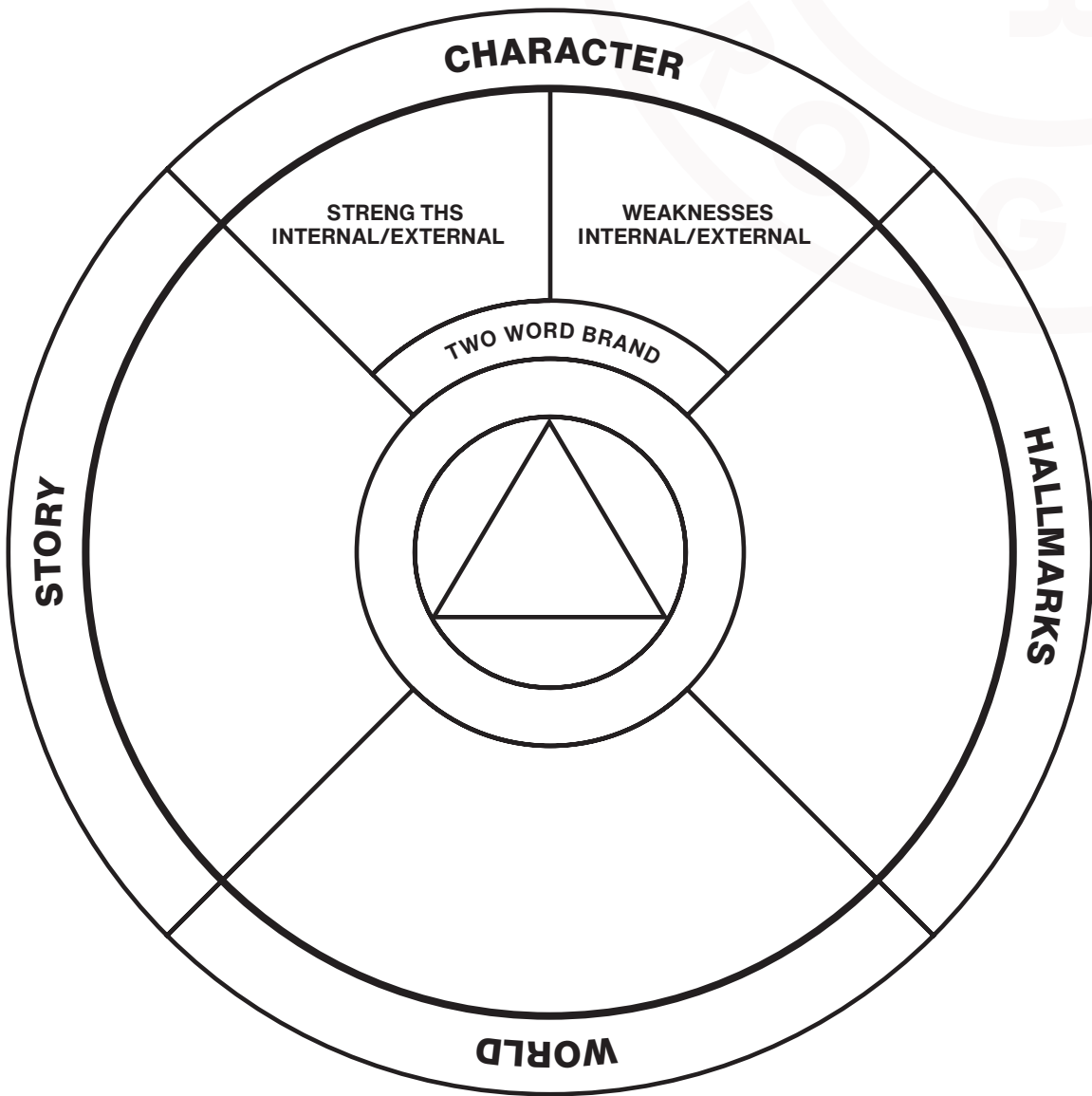
	Call to Adventure	Anxiety of the Call	Mentor Appears	Bring it Back to Who You Are
The Origin Story				
Defining Moment				
Having Transformed				

Action item: Develop at least one of these stories and post on LinkedIn with a meaningful image of yourself.



Pt. 2: Character





Strengths & Weaknesses

Brainstorm your strengths and weaknesses (both internal and external). These can include both hard and soft skills as well as personality traits. Push yourself to come up with 100 items for each column.

Strengths	Weaknesses / Neutral



Your Two-Word Brand

Brainstorm various two-word brands for yourself that combine a strength with a weakness. Combine these words in a way that provides a paradox that sums up who you are with a contradictory word pairing.

Action item: Share your three favorite two-word brands in the Pro community to gauge reactions and get feedback.



Your Alter Ego

Use the frame below to write your alter ego description. Remember, the point here is to have fun and go extreme with both your day and your night—not to be literal.

By day, I'm a mild mannered...

But at night, I'm known as...

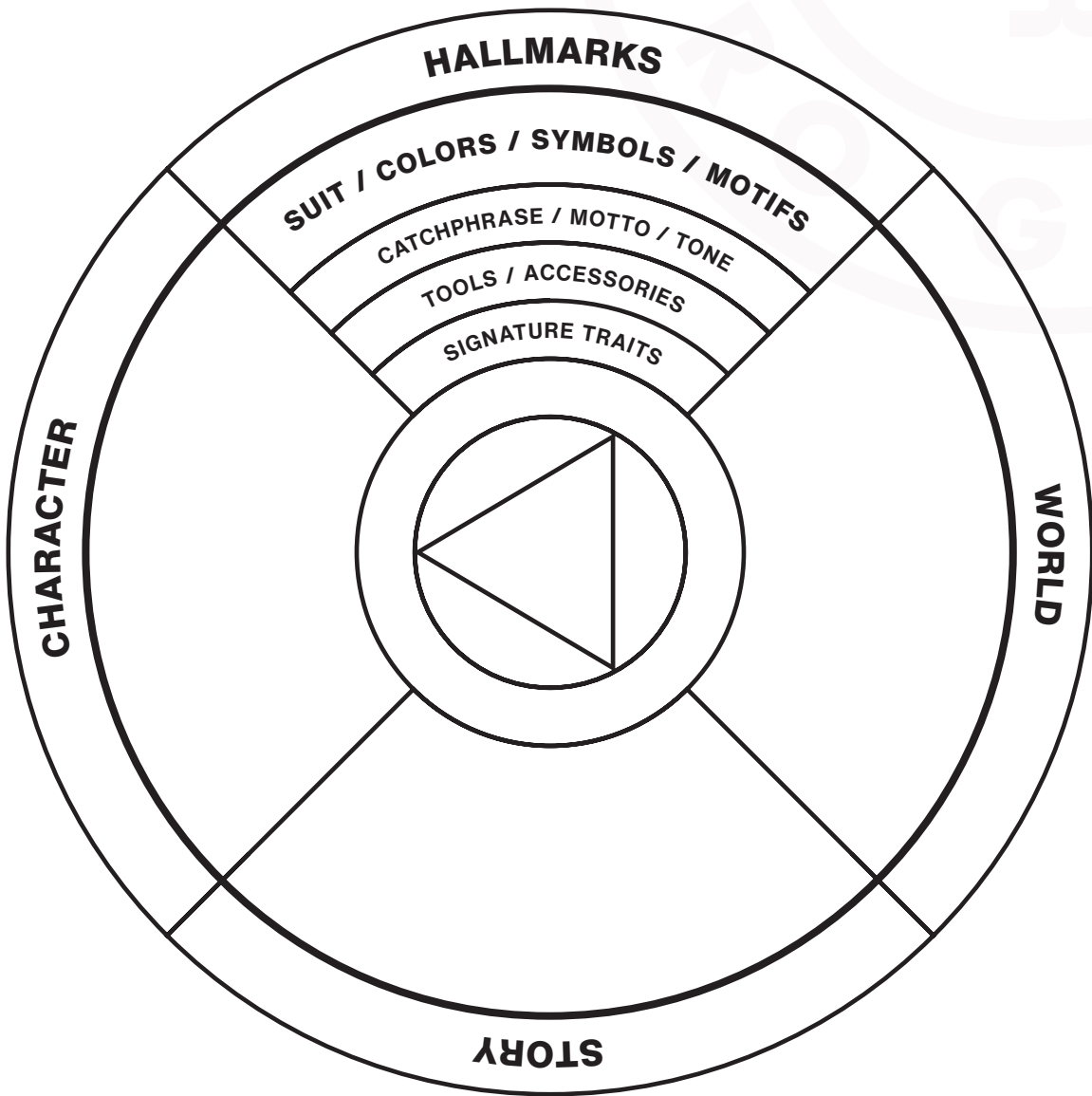
Who...

Action item: Share your alter ego description in the Pro community to gauge reactions and get feedback.



Pt. 3: Hallmarks





Analyze

Choose a person whose brand you find particularly compelling, and analyze them for their various hallmarks.



Suit/Uniform

What are the components of your uniform? What are your hallmark colors?
Can you get specific with items of clothing, textures, and Pantone colors?



Symbols & Motifs

A symbol is an ordinary item that holds multiple layers of hidden meaning within it. A motif is a recurring choice made deliberately. What are your symbols and motifs that can become a hallmark of your brand? Explain their meaning.



Catchphrase, Motto, & Tone

In what tone do you write and speak? What is your catchphrase, motto, and credo? Can you make these more memorable by utilizing poetic devices such as rhyme, alliteration, or homophones?



Tools & Accessories

What are your signature tools and accessories that you'll never be seen without? If you don't have any, what can you adopt as your own, either because it's a tool of the trade or an extension of a symbol or motif?



Signature Traits

Is there anything else that's a hallmark of your brand, or could be? Think hairstyle, poses, design styles, design elements, etc.

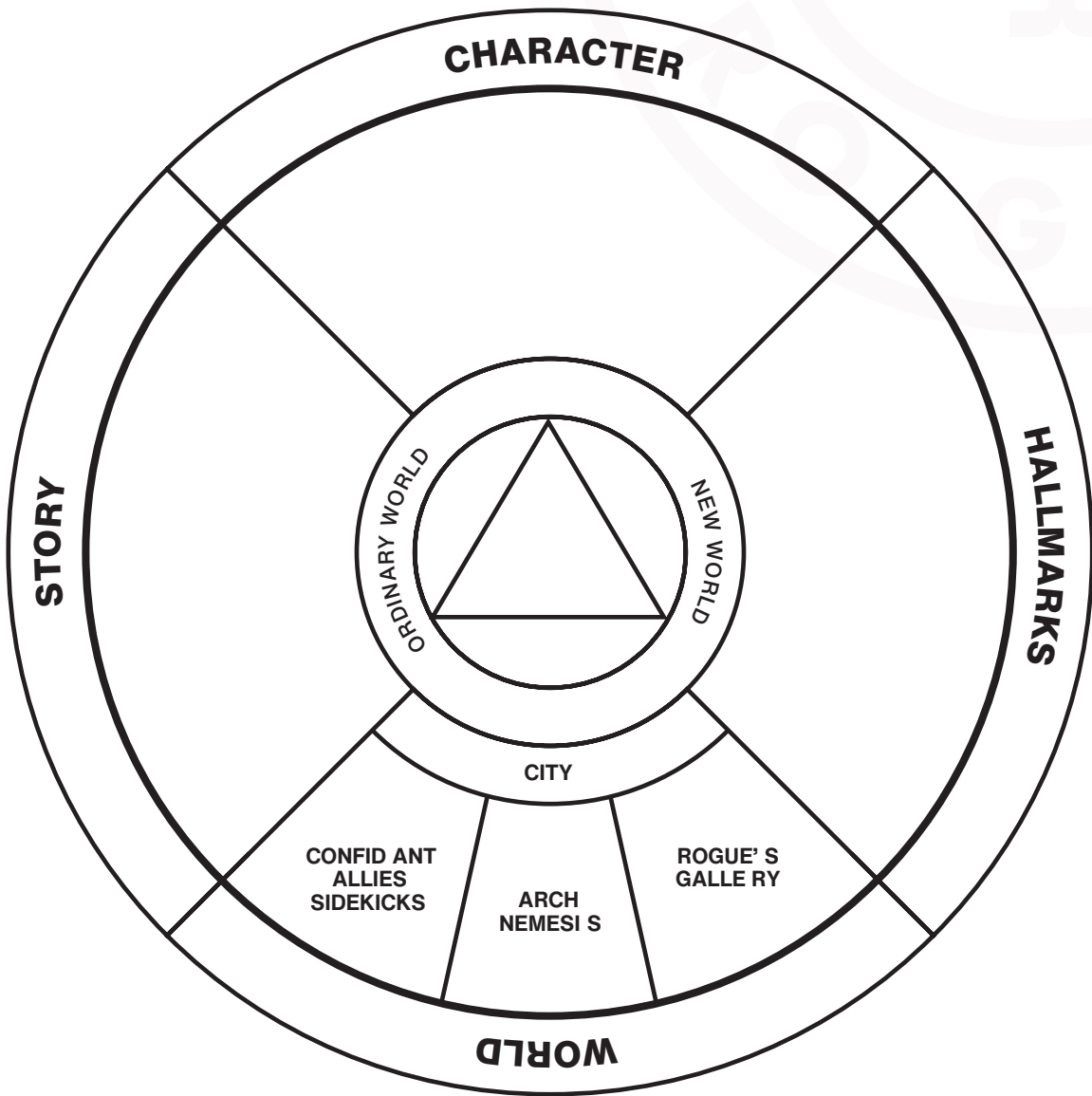


Action item: Create a moodboard that showcases the hallmarks of your personal brand and share it in the Pro community.



Pt. 4: World





Analyze

Choose a person whose brand you find particularly compelling, and analyze the world they've built for themselves.



City

What does the city you were born in, and currently reside in say about you? Is there a story you can develop from these cities or a catchphrase you can incorporate around your location?



Arch Nemesis

Who is your mirror opposite? If you can't think of this immediately, use the following prompts to guide you: Think of the hill you'd die on- what's the opposite of that? This can be ideas, institutions, internal or external threats, or a belief system. Why do you oppose them? If you are victorious in vanquishing your nemesis, what result does that achieve? Why does this matter? How do you want to make the world a better place? What barrier is standing in your way?



What story can be developed and shared from this arch nemesis in your content? Can you develop a catchphrase around this nemesis?



What story can be developed and shared from this arch nemesis in your content? Can you develop a catchphrase around this nemesis?

Action item: Share your arch nemesis and the reasoning behind this choice in the Pro community. Practice telling this story within the group to gauge reactions and gather feedback.



Rogue's Gallery

Now that you know who the “big boss” enemy is in your personal brand, who or what are the other minor villains in your story? This should be different from your arch nemesis but still a lesser evil you are fighting in the world.



What stories can be developed and shared in your content that involves your Rogue's Gallery?



Confidants, Allies, & Sidekicks

Who are your allies? Why and how do they assist you in your journey?



How can you collaborate with these allies to create content that fights your common arch nemesis?

Action item: Reach out to one ally and propose a collaborate project between the two of you.

