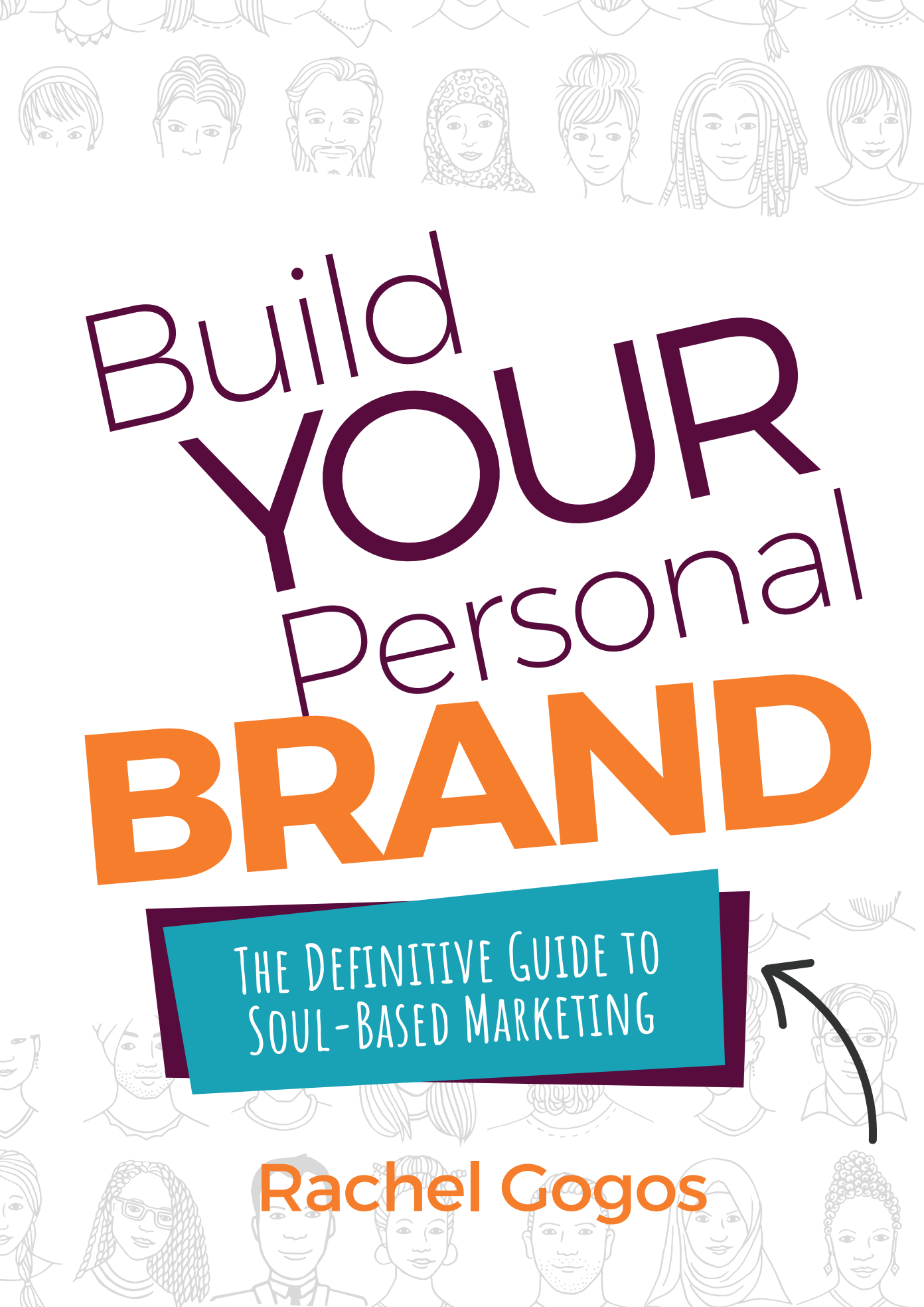
Build YOUR Personal BRAND
The Definitive Guide to Soul-Based Marketing
Rachel Gogos

Build Your Personal Brand:

The Definitive Guide to Soul-Based Marketing

Build YOUR Personal BRAND

The Definitive Guide to Soul-Based Marketing



Rachel Gogos

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To my parents, Sotirios and Joanne,
you have always led by example and your early neuro programming (ie: hands-on parenting) have made me believe that anything is possible with faith, persistence and effort.

To my husband Dino, and daughters Zoe and Alexa,
I am eternally grateful for your constant encouragement, rah-rah attitude and optimism in every day life about the work that I put into the world.

YOU ARE ARE MY SOUL-BASED LOVES.

This Book Belongs To:

_____

Number: _____

Date: _____

To the status quo disruptor, the innovator, the change maker, the identity seeker: It's your life. Answering the right questions can help you make the most of it.

FIGURE out what you're good at and what you're not, what you love and what you don't. Dig deep. Discover. Knowing yourself will give you the insight to navigate the life you desire.

DEFINE who you are and who you want to become. Be authentic—your personality is your biggest differentiator. Tap into your soul, find your purpose, get on your path. There will be roadblocks. Overcome them.

LISTEN. In the stillness you will hear a voice that guides you, directs you, reveals decisions, options, choices—that's your intuition. Take the time to develop it; rely on it.

BE PATIENT and kind with yourself...yet live with urgency. Set far-reaching goals and soon-to-reach ones.

FEED the desire to educate yourself, to build new skills and strengthen the ones you already have.

BE CURIOUS. See failure as an opportunity. Never give up. Instead, give *in* to the learning that results each time you fail. Discover new strengths within, then...try again.

DON'T let a lack of money or a lack of time slow you down. Don't let where you were born or what you were born into slow you down. Don't let the naysayers slow you down. Know you can achieve anything you set your mind to.

SURROUND yourself with goodness. Fill your inner circle with positive, supportive people who have your back during highs and lows. Find ways to be inspired and to inspire.

STAY humble. Joy lives in humility and happiness lives in joy. Don't be afraid to be big, to become big, to reach success, however you define the term.

CREATE your life as a mosaic; a collection of disparate experiences that, when combined, make a unique and interesting human—**YOU**! This is *your* chance. Today. This minute.

BE YOU and live your life with intention!

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Your big dreams can become Your BIG REALITY.

Welcome

Welcome, iDentity seeker. When it comes to starting a new business or organization, launching a new product, or establishing your expertise, your single greatest asset is yourself.

Why? Because there is no one else with your DNA, strengths, experiences, or lens on the world. Our most unique characteristics and qualities are what set you apart.

It sounds simple to say that all you need to do is *be you* to build your business—whatever it may be—around your persona. But it's something many of us find challenging. As a business coach once told me: "You can't read a label from inside the jar."

What I've found is that our true selves show through online, just as we show up in real life. For example, I'm a bit of an introvert at heart even though I help others grow and project their personal brands. And just like I'm not the life of the party in person, I don't overshare online either. My personality is best experienced when I connect with potential clients on the phone, on a video call or in person.

When I launched brandiD in 2007, most people had not heard of personal branding. Today, the term has become a buzz phrase, and yet it's still misunderstood. People often think I can help them become well-known or famous. Or they think personal branding is bragging or over communicating about yourself and your achievements. It's none of those things.

continue...

I describe personal branding as a cocktail— it's part essence, part reputation, and part marketing.

Personal branding means defining who you are and what you have to offer, then sharing it in an effective way. Since we're all a Google search away from being hired in any capacity, the best platform for building your brand is the web. And the strongest personal brands are consistent online and in real life.

Most of us are at least partially aware of our reputation (we have a tool in this guide that will empower you to ask others about yours) and we know what marketing is even if we're not sure how to apply it to ourselves. The tricky ingredient is articulating our soul; our essence. This guide will help you "uncover" yours.

You were born with a part of your essence, at least according to Sigmund Freud, who in 1923 identified the three parts of our psyche: the id, ego and superego. The id is the only part of our personality we are born with. The ego and superego develop as we mature. Our id consists of our most primal desires and instincts—it's our baseline personality before personal experiences shape us as we mature. As we grow, the id actually remains the same in terms of our wants and instincts. The ego and superego temper the instincts of the id (which is a good thing).

Our process, shared here in this workbook, is meant to tap into your id to help us uncover your personal essence...the 1/3 of the personal branding cocktail that sets the foundation for the rest, and the missing ingredient in most brands today.

Taking a deep dive into your soul uncovers your essence and is the key to building a powerful brand.

Over the past decade I've been reading, researching, culling information, and studying with some of the best and most innovative minds in the fields of entrepreneurship, personal branding and positive psychology.

I've combined that collective wisdom with practices that I've developed and used to build my business as well as hundreds of others. Nothing brings me more satisfaction than empowering others to be their personal best and living their lives intentionally.

I devised a methodology that could help me, help others. The result is a framework called SOULiD that I've been using with clients to uncover their personal brands and much more. This guide is modeled on the framework and won't just help you build an empire (if that's your dream), it will also help you:

- Find and create work you love
- Articulate who you really are and what you stand for
- Identify your purpose, mission, and your guiding principles
- Increase your confidence in projecting who you truly are
- Live from a place of joy, happiness, and contribution to the world
- Differentiate yourself from others, and
- Connect on a deeper level with your target client, customer or patient

It's time to roll up your sleeves and get ready to dig in.

Enjoy!

Rachel

How To Use This Guide

This guide can support you in many endeavors, whether...

- You are making a career transition
- You are launching a new business
- You are a solopreneur growing an existing business
- You want to establish your presence on the Internet
- You are a self-proclaimed multipotentialite having a hard time describing what you do
- You recently graduated from college and are trying to figure out next steps on your professional path
- You simply want to learn more about yourself (the strategy section is ideal for you)!

Here's what you can expect inside:

The guide has five sections. The first four sections map to brandiD's proprietary SOULiD Framework. Each section is comprised of exercises to help you gain clarity to articulate your vision and project your voice on the web in a way that feels aligned with your personality.

Every section is accompanied by additional tools to help you take a particular exercise deeper if you wish. You'll also find helpful examples as well as worksheets to help you wrap up the various things you learn about yourself into easy-to-review formats for future use.

The last section is comprised of resources you can use today or in the future. Our personal brands evolve and every once in a while it's a good idea to pause, and review the process again. It doesn't have to be a significant pause, but just long enough to make sure your day-to-day actions align with where you see your path going in the future.

The questions in this guide are not hard questions—meaning you don't need extraordinary smarts or extensive research to answer them. What you *do* need is time and the desire to dig deep within yourself. Whatever and however you can, create space and quiet in your day to unearth the answers that already live inside of you.

This work is about being introspective and proactive, envisioning the life you want and figuring out how to make it a reality. Only when you uncover your personal brand do you gain the much-needed clarity and vision to chart your course.

For some, the very first section of this guide will move quickly...and for others it will take some time. The more time you've spent on your personal development prior to this, the less time the first section will likely take. Either way, create the right ambiance and space for you to have time to be thoughtful about the exercises in this book.

Before beginning, take a moment to get physically comfortable, turn off any electronic notifications. Calm your pace and prepare to connect to yourself, internally. You have to prep your environment, mind, and heart to take the internal dive.

My recommendation:
Set aside 30-to 45-minute sessions to work through the exercises in the book. If you don't have an answer to a question, that's okay. Skip it and come back to it. We are often pondering questions we are stumped by in our subconscious mind so when the answer isn't on the tip of your tongue or brain just let it stew for a bit and revisit it the next time you sit down with the workbook.

What's most important is that you are taking action.
The ONLY way to make progress on defining and communicating your personal brand is to step into it, literally and metaphorically!

The SOULiD Framework

The online world is an extension of in-person life. You attract friends by showing up as you truly are; those who want to be in your circle gravitate toward you. Attracting clients, followers, and building an audience works the same way. The more clearly you express who you are and what you're offering, the more *ideal* customers you'll attract.

At brandiD, we practice a unique approach to strategic brand building that's achieved with, for, and from *you*. We dig deep into your professional and personal DNA to uncover your essence. We refine your message so it's clear and captivating, then we communicate what makes it essential.

In short, we build your personal brand by uncovering and amplifying your soul. How do we define soul? According to the author of *The 7 Habits of Highly Effective People*, Stephen Covey, (who refers to soul as voice), says it's made up of four parts: heart, mind, body and spirit or essence. Our framework helps you tap into all four by asking the following questions:

Heart—What do you love to do? What are you passionate about?

Mind—What are you good at? What are your strengths?

Body—We're not looking so much at your physical body as at your body of work. Where can you make a lasting impact? What do you want to be known for? Where can you focus your time and energy to impact those around you?

Essence—What is life asking of you? What is your purpose? What is your legacy?

At brandiD, the collective goal is to help you create an authentic online presence that fuels your business and impacts our world. Together, through our proprietary SOULiD Framework, we help you uncover who you are and why what you do truly matters.

SOUL

Strategize ***Uncover your ethos.*** The focus is on identity—yours and that of your business. Through prompting questions that help you dig deep and define your voice, this section leads you to explore what motivates and inspires you and your work.

SOUL

Optimize ***Establish your O-Factor, and identify the people who need what you're offering.*** Define your O-Factor—where the obviousness of the market's need, and the obviousness of the solution you provide, intersect. This is where you'll get really clear around what you can and plan to offer your clients and how it intersects with their needs.

SOUL

Utilize ***Your introspective work comes to life as you amplify your presence, visually and in print.*** You will craft a positioning message that communicates your brand's unique promise in a way that connects to your target audience or audiences.

SOUL

Leverage ***Your vision becomes actionable, and the momentum you've built propels you forward into your future.*** With your brand not just defined, but outwardly expressed, you are ready to explore how to leverage it in ways that work for you and your personality type.

When building an online business, the only way to stand out is to put your whole self out there. Working through our SOULiD Framework will give you the insight, confidence, and strategy you need to do just that.

Dig deep, understand yourself...then be YOU. It's your biggest differentiator!

SOUL

Section 1 - Strategize

Uncover your personal brand

Description:

Let's get strategic and dig into who you are. In this section you will get to your essence and uncover the ingredients of your personal brand. These exercises will empower you to:

- Explore your truest self and what motivates you
- Define your mission and purpose
- Clarify how you define success
- Identify your top 5 brand attributes

The goal is to focus on self awareness and identity so that we can connect the personal parts of your self to your business. Then, with the help of a web-based, systematic 360-degree survey, you will get a glimpse into how others perceive you in the world. Through the exercises in this section you will be able to identify and amplify your unique skills, strengths, vision, and desires. Once this work is completed, you'll know exactly who you are, how you show up in the world, and what makes you and your brand one-of-a-kind. As a result, you'll be much clearer on your essential self—which is the foundation of your personal brand.

continue...

WHAT ARE YOUR CORE VALUES?

Let's start with core values. Core values are the bedrock of creating a strong brand—both a personal one and a business one. When someone thinks "I love that brand" it's typically because of the brand's values impact just about everything throughout the business — even if the customer doesn't realize it.

Why are values so important in building brand loyalty? They are the principles of how you operate. Values keep your moral compass in line and also convey what your company stands for passionately. They can also illicit strong reactions in clients or consumers who share similar values.

Think about brands you may consistently support...are they the cheapest option on the market? The tastiest, healthiest, best quality? They *may* be but we humans tend to support brands whose *values* we connect with. This connection can be subliminal, subtle or totally overt. Regardless, the clearer and more succinct a brand is, the greater the potential of consumers and individuals connecting to that business. It's how brands build trust with their consumer.

The biggest brands out there may seem like entities unto themselves, but many of them have legendary founders who connected their personal values to the business' value system. Popular companies such as OWN, Starbucks, and Zappos have made their values clear and public. Even mega brands like Apple, Virgin, and Patagonia have the personal values and personality of their leader and/or founders woven deep into the fiber of these companies. In Apple's case, even post mortem Steve Jobs' imprint lives on in the company he founded.

Let's look at Oprah's personal values. By her own admission these seem to be the most consistent values she mentions: (Read more on Oprah.com — What Defines Me www.oprah.com/inspiration/oprah-what-defines-me.)



Oprah's personal values are:
Courage
Perseverance
Generosity or Kindness
Appreciation
Sincerity or Truth

The majority of the Oprah Winfrey Network's (OWN) programming and public activities exemplify those values. OWN's shows are inspirational and educational. They tend to empower others and focus on personal development or enlightenment.

Starbucks' founder Howard Schultz has made his personal values clear with his political activism and public commentary on issues like government shutdown (he's against it), unemployment (he has pledged to hire and educate disadvantaged youth) and veteran support (he feels strongly that we have to stand up for the needy in our community).

Similarly, Starbucks' corporate core values are all about creating a culture of warmth and belonging, where everyone is welcome. The corporate values as listed on their website at http://bit.ly/starbucksvalues are:

- Creating a culture of warmth and belonging, where everyone is welcome.
- Acting with courage, challenging the status quo and finding new ways to grow our company and each other.
- Being present, connecting with transparency, dignity and respect.
- Delivering our very best in all we do, holding ourselves accountable for results.
- We are performance driven, through the lens of humanity.

Schultz's personal values of helping and empowering others to give them a fair shot are reflected in his company's corporate value that each Starbucks store should be a force for positive action in its community. And he also puts those values into action by giving all workers health care, ownership in the company, and continued education.

continue...

Zappos founder and CEO Tony Hseih says, "just figure out what your personal values are then just make those the corporate values."

Zappos' corporate values are:

1. Deliver Wow Through Service
2. Embrace and Drive Change
3. Create Fun and A Little Weirdness
4. Be Adventurous, Creative, and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships With Communication
7. Build a Positive Team and Family Spirit
8. Do More With Less
9. Be Passionate and Determined
10. Be Humble

Based on the list above, what do you think Tony's personal values might be?

A popular lifestyle brand started by my friend and mentor Jonathan Fields is Good Life Project. Good Life Project is an experiential learning company that offers online courses, the Sparketype assessment, books, journals, and a free podcast, among other things.

Jonathan's business has helped tens of thousands of people lead a good life. You'll see in the example how Jonathan's personal values map to his business brand's values and how he projects them in his fast growing brand.



Jonathan's personal values:

Service
Creator/Creative
Spontaneity
Gratitude
Curiosity
Mindfulness
Kindness

Good Life Project's corporate values:

Make waves
Make time
Make Space
Love life
Love imperfection
Love fiercely
Give hope
Give thanks
Give time

Let's take this concept a step closer to home. Think of the dry cleaner, the local coffee shop, deli, restaurant, nail salon, hair salon, barber, shoe repair shop, or any other local business you support.

Most of those types of stores have extensive competition at the local level and you're likely supporting the one you feel a connection to.

Why do you keep going to the one you go back to? It's most likely because of the quality of service you get and the owner's personal values reflected in the culture of the company. Maybe one dry cleaner is organic, and that's important to you. Or another is a family-run business, and you appreciate that and the way they always remember your name. Whatever it is, that connection is created and communicated because the owner's personal values are baked into the business.

The personal branding and web design company I founded over a decade ago and continue to lead today is brandiD. I drafted our corporate values after considering my own personal ones and how I wanted my team and clients to feel as a result of connecting with brandiD. Here they are:



Rachel's personal core values:
Integrity
Authenticity
Love
Excellence or Intelligence
Beauty
Faith
Curiosity

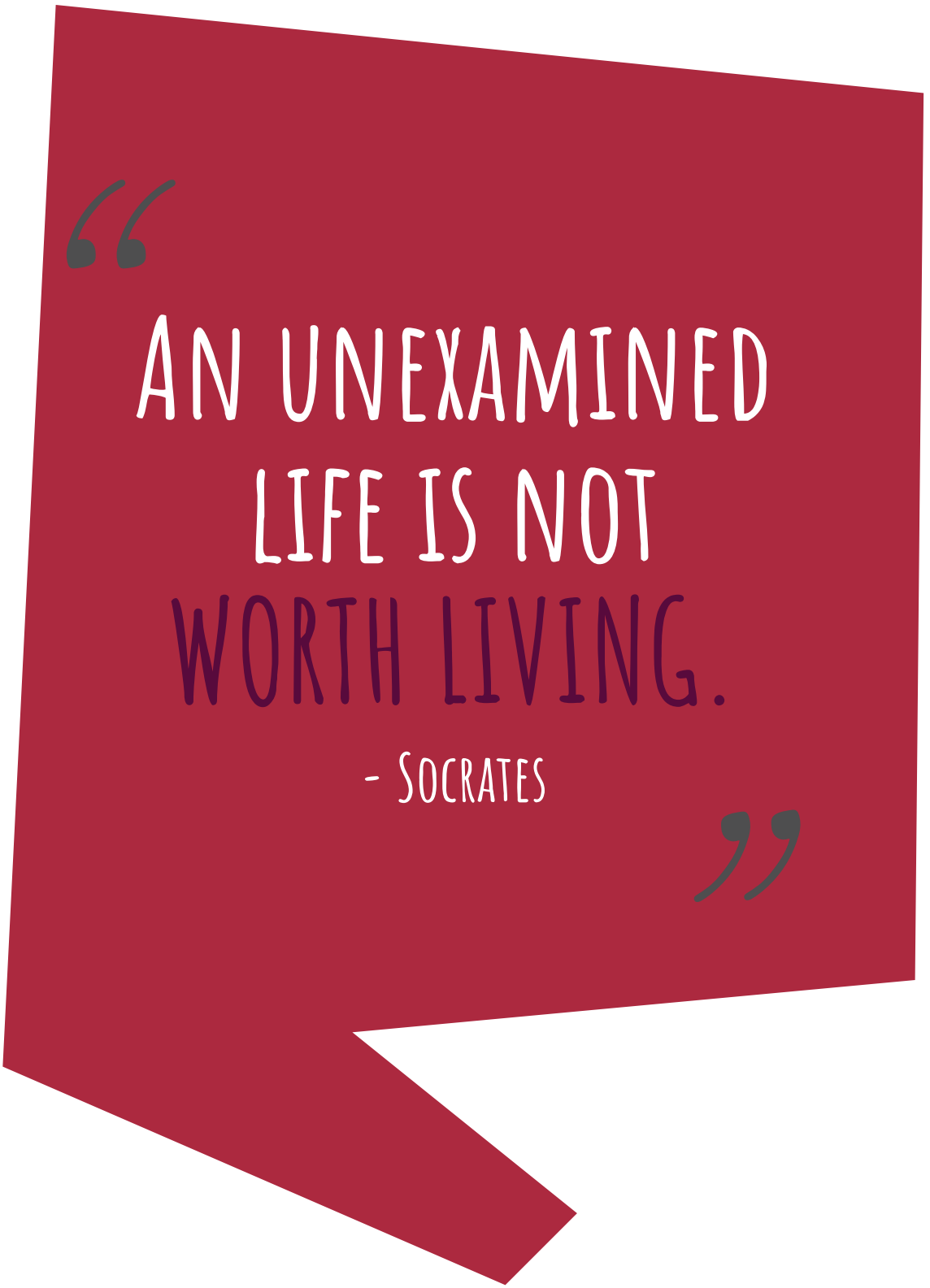
We are Family.
We create a safe, creative environment for our clients and teammates, where we can trust, share, stumble, and learn. We respect the talents of every individual. We tap into the most authentic core in every individual and also push each other to improve.

We Dig Deep.
We don't just help our clients look good. We leave no stone unturned when helping them dig past the facade, and work from their core essence. Translating their essence into business success takes hard work.

We Pioneer.
We remain curious, and love working at our leading edge. "This is how it's always been done" makes us yawn. It's more fun finding new ways of doing it better. We are eternal students.

We Amplify.
Our belief in people powers everything we do. We're passionate about the growth of our people, and our clients. We give everyone the clarity and confidence to shine through the noise.

Magic Happens.
We stay open to the miracles—large and small—that happen when we're in lock sync with our clients, and one another. Keeping our work creative and inspiring is the responsibility of everyone at the table.


“
An unexamined life is not worth living.
- Socrates
”

Now, it's your turn...

What are your values? What key behaviors do you hold sacred and what matters most in your life? What are your core beliefs or convictions? These are feelings and sentiments that we will defend no matter the odds and at the risk of being the only person in the room sharing them. These beliefs are important to our personal brand because they clearly communicate who we are underneath the surface.

Identifying and articulating your values allows them to serve as decision-making guideposts for your personal life, much like corporate or organizational values help guide actions and decision-making at companies and organizations. Examples of values can be humor, integrity, faith, and innovation.

To help you identify some of your core values, think about a time when something really bothered you or rubbed you the wrong way. What was it? Most likely, whatever it was conflicted with something you believe in deeply.

Here's an example from my own work experience: We launched a website project that needed a tiny tweak. The client hadn't noticed the missing element that needed adjusting, and they had already been billed in full, so any additional time on the project would come at my own expense. Despite the cost, it was important to me to fix this issue because I would have felt out of alignment with my core values and my company's corporate values if I didn't do so.

Why was making this change so important to me? Because I value Integrity and Excellence.

Another approach to defining your core values is to think about what is most important to you. What are rules you would never violate, or values that you would uphold despite the cost—things like integrity, empathy, or kindness. There may have been situations when it would've been easier to do what everyone else was doing, but you couldn't simply go along with the crowd—that's because integrity may be one of your core values.

With these questions in mind, view the list of values on the next page. Circle the ones that you feel strongly about.

continue...

Abundance
Accessibility
Accuracy
Achievement
Adaptability
Adventure
Affection
Affluence
Agility
Altruism
Ambition
Amusement
Assertiveness
Awareness
Balance
Beauty
Belonging
Bravery
Calmness
Camaraderie
Care
Carefulness
Celebrity
Challenge
Charity
Cheerfulness
Clarity
Cleanliness
Cleverness
Comfort
Commitment
Compassion
Completion
Concentration
Confidence
Connection
Consistency
Contentment
Continuity
Control
Conviction
Cooperation
Courage
Creativity
Credibility
Curiosity
Daring
Decisiveness
Dependability
Depth
Desire
Determination
Devotion
Dignity
Diligence
Directness
Discipline
Discovery
Discretion
Diversity
Drive
Duty
Education
Efficiency
Elegance
Empathy
Encouragement
Endurance
Energy
Entertainment
Enthusiasm
Excellence
Excitement
Experience
Expertise
Extravagance
Exuberance
Fairness
Faith
Fame
Family
Fascination
Fearlessness
Fidelity
Financial Independence
Fitness
Flexibility
Focus
Freedom
Friendliness
Frugality
Fun
Generosity
Grace
Gratitude
Growth
Happiness
Harmony
Health
Honesty
Honor
Hopefulness
Humor
Imagination
Impact
Independence
Ingenuity
Inspiration
Integrity
Intelligence
Intensity
Intimacy
Intuition
Inventiveness
Joy
Justice
Kindness
Knowledge
Leadership
Learning
Logic
Love
Loyalty
Making a difference
Mastery
Maturity
Mindfulness
Modesty
Mystery
Open-mindedness
Optimism
Order
Organization
Originality
Passion
Peace
Perfection
Perseverance
Persistence
Persuasiveness
Philanthropy
Piety
Playfulness
Pleasure
Popularity
Power
Practicality
Pragmatism
Precision
Preparedness
Privacy
Pro-activity
Professionalism
Prosperity
Punctuality
Realism
Recognition
Recreation
Relaxation
Reliability
Religion
Resilience
Resolution
Resourcefulness
Respect
Rest
Restraint
Sacrifice
Security
Self-control
Sensitivity
Sensuality
Serenity
Sexuality
Sharing
Significance
Silliness
Simplicity
Sincerity
Solitude
Sophistication
Speed
Spirituality
Spontaneity
Stability
Strength
Structure
Success
Surprise
Sympathy
Teamwork
Timeliness
Traditionalism
Tranquility
Truth
Understanding
Uniqueness
Usefulness
Variety
Vigor
Virtue
Vision
Vitality
Wealth
Winning
Wisdom
Wit
Youthfulness
Zeal

Once you have a comprehensive list, then group like or similar values together (ex: intelligence and education). Next, identify the word or value that resonates most for you in each of the groupings. Put that one at the top of that list. Finally, rank the groupings from 1 to however many you have, number 1 being the most important to you. Write down your results.

My top 8-10 values are:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Next, we're going to test and vet the ones you selected.

Think through and describe in detail your answers to the next few questions:

What are some of your greatest accomplishments or times in your life where you feel you made an impact? Write at least 3 of them down.

What about those accomplishments and / or experiences made them your top choice?

continue...

What feelings did you feel?

What did you accomplish or help someone accomplish as a result of your actions?

What are the common themes of the experiences you listed on your greatest list?

Which of your core values (that you identified from the list) did you experience?

Apply or test the values identified to a different scenario—does it still hold meaning for you? Think of a situation where following your core value hurts you rather than helps you. For example you might think "Innovation" sounds good until you realize that *your* life thrives on being firmly rooted rather than having frequent change. You have to think it through carefully. If you can't identify a legitimate case where the value steers you wrong, you have probably identified one of your core values.

Generally, our values don't change significantly over time even though you could rank or prioritize them differently.

My top 5 tested and true values are...

1. _____
2. _____
3. _____
4. _____
5. _____

What's Your Vision?

Your vision is aspirational. It's focused on where you or your business are going (not where you currently are). It's also external-focused, meaning it's what you see as possible for the world because of your presence, your products, or your services.

A vision can be lofty and should feel hard to reach. It's part of the reason you do the work you do, and even though you may never solve the problem you are working towards, your work is making a positive impact towards it.

When you can clearly articulate your vision you will attract people who share a similar one. Connecting around a shared vision creates a powerful foundation to start building a relationship. It evokes a feeling of working towards something together versus alone. That's why clarity around your vision is so important because it can serve as a universal magnet to attracting the right people, situations, and circumstances to help you attain it.

continue...

Take a few minutes (or more) and think about that BIG, lofty vision you are striving for. It may be a cause you support, a problem you wish to solve, or something you wish to improve in the distant future. Try to keep your vision statement brief and succinct; saying a lot in just a few words is more challenging yet way more powerful.

Some questions to ask yourself:
What questions or problems am I solving for the greater good?
What are my hopes and dreams for the future?
What is the change I wish to see in the world during my lifetime?
What actions do I hope to inspire in others?

There are different types of vision statements. Among the various types are qualitative, quantitative, to-the-point and role-model based ones. Below is an example of various types of vision statements taken from each company's website.

Short, to-the-point vision statements.

Disney – To make people happy.

Vision statements that are quantitative tend to use numbers and / or data as a goal.

Nike – To be the number one athletic company in the world.

Qualitative statements are based on attributes you or the company hope to possess.

Microsoft

At Microsoft, our mission and values are to help people and businesses throughout the world realize their full potential.

A vision statement that uses role models as examples refer to another company or individual such as:

Stanford University

Stanford University – To become the Harvard of the West.

Below are a list of Vision statements listed on the websites of a variety of popular, mainstream brands.

	Starbucks – To inspire and nurture the human spirit— one person, one cup, and one neighborhood at a time.
	Tesla – To create the most compelling car company of the 21st century by driving the world's transition to electric vehicles.
	AirBnB – Tapping into the universal human yearning to belong—the desire to feel welcomed, respected, and appreciated for who you are, no matter where you might be.
	Southwest Airlines – To become the world's most loved, most flown, and most profitable airline.
	Whole Foods – Whole foods, Whole People, Whole Planet.
	Facebook – To help people stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.
	Patagonia – A love of wild and beautiful places demands participation in the fight to save them, and to help reverse the steep decline in the overall environmental health of our planet.

My vision is...

“Whatever
the mind can
conceive
and believe,
the mind can achieve.”

- Dr. Napoleon Hill

What's Your Mission & Purpose?

Your mission statement, or purpose, helps you achieve your vision statement and ultimately gives you direction in life. According to happiness and positive psychology researcher Carin Rockind, "purpose is inherently intrinsically motivated and induces joy, interest and life satisfaction."

While your vision statement is outward-facing, and describes the impact you'll have on the world at some point in the future, your mission is internal, and describes your current role or motivation. It's your own individual why—why you get out of bed every day. It's your personal value proposition, the role you, or your company, will play in helping realize your grand vision. In other words, your mission or purpose is how you, or your business, are currently working towards achieving your future vision and how you impact the world.

Various social scientists have found that identifying your purpose actually enhances your wellbeing in a number of areas. People who have identified their purpose are more likely to have high self-esteem, be employed, have higher socioeconomic status, and be married according to developmental psychologist and researcher Dr. Martin Pinquart. Dr. Gary Reker, who studies existential meaning, in his 1997 study, "Personal Meaning, Optimism, and Choice: Existential Predictors of Depression in Community and Institutional Elderly" found that knowing your purpose actually increases your physical health and mental health. And, there are links to a reduction in Alzheimer's disease, depression and anxiety says academic and psychological researcher Michael Steger, in a 2008 study.

continue...

To get your creative juices flowing, ask yourself the questions below and fill in the blanks.

What are you doing today to help fulfill your long-term vision?

What problem are you driven to help solve?

What inspires you on a moral level?

Whom do you want to help?

How are you uniquely qualified to fulfill your mission?

William Arruda, personal brand pioneer and founder of Reach Personal Branding, created a formula that can help you craft your personal mission statement.

What value do you create? Who are you creating value for and what are the desired outcomes?

An example is, "I use my desire and expertise in organic gardening to teach chefs how to grow herbs in small indoor spaces and create their own signature flavors in their recipes."

Here are a few personal mission statements from some mega entrepreneurs:

Sir Richard Branson: "To have fun in [my] journey through life and learn from [my] mistakes."

Elon Musk: "If something is important enough you should try, even if the probable outcome is failure."

Oprah Winfrey: "To be a teacher. And to be known for inspiring my students to be more than they thought they could be."

A brand itself can have a mission statement describing what the company does to bring its vision of the world into being. Examples of mission statements from mainstream brands are below. Some of them are also the same companies whose vision statements were shared in the earlier exercise, so you can compare the two.

Starbucks: To inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time. (Notice their mission and vision are the same because it's both current—what they do—and what they aspire to do in the future).

Life is Good: To spread the power of optimism.

Tesla: To accelerate the world's transition to sustainable energy. (Notice it doesn't even mention cars!)

AirBnB: Belong anywhere.

Southwest Airlines: Dedication to the highest quality of customer service delivered with a sense of warmth, friendliness, individual pride, and company spirit.

Whole Foods: With great courage, integrity and love we embrace our responsibility to co-create a world where each of us, our communities, and our planet can flourish. All the while, celebrating the sheer love and joy of food.

Facebook: Facebook's mission is to give people the power to build community and bring the world closer together.

Patagonia: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

Nike: To bring inspiration and innovation to every athlete in the world. If you have a body you are an athlete.

continue...

What's your mission statement? Just like with your vision statement, don't worry about making it succinct when you first begin writing it down. Put all your thoughts on paper and then go back and refine it until the language is tight and you can simplify it into one or two sentences.

My Mission is...

Write a statement describing the impact you want to make on the world or on other people:

Because mission and purpose are so important, here's one more exercise to help you work through yours

What's My Life Purpose Statement?

Exercise Source: Emiliya Zhivotovskaya

My unique gifts or personal qualities (ex: listening, empathy, curiosity) are:

1. _____

2. _____

3. _____

4. _____

How do you express these qualities (ex: show attentiveness, ask stimulating questions)

1. _____

2. _____

3. _____

4. _____

Write a statement describing the impact you want to make on the world or on other people:

My Life Purpose Statement is...

My purpose is to use my _____ and my
(personal quality)

_____ to / by _____
(personal quality) (expression of that quality)

and _____ so that
(expression of that quality)

_____.
(impact on the world or others)

Here's my example: My purpose is to use my sincere curiosity in people, their stories and my listening skills to ask inquisitive questions and draw out people's true desires so that I can help lead them to their path and direction in life.

What are your Strengths?

Figuring out what you're naturally really good at in life can be **game changing** on the professional front. One of the best tools out there to help you identify your strengths is the assessment and book *StrengthsFinder 2.0 Discover Your Clifton Strengths*.

Tom Rath, co-creator of the Gallup poll, developed it. Rath's philosophy, which I believe in wholeheartedly, is that you should spend most of your time working in areas that utilize your strengths rather than spending valuable time trying to improve your weaknesses. You're going to feel a whole lot happier working from your strengths.

The best value out there is to buy the book online or in your local bookstore where you'll also receive an access code to the web-based version of the Strengths Finder test. Alternatively, you can go directly to the Strengths Finder website and purchase the test to identify your top 5 strengths for $19.99. Here's the link http://bit.ly/topstrengths which is also available on our resources page at www.thebrandiD.com/souliDworkbook.

Take the test and list your results.

My Top 5 Strengths are...

1. _____

2. _____

3. _____

4. _____

5. _____

What are your Passions?

What are you interested in? Which activities or topics do you love to talk about or participate in? Your passions give you energy and make you jump out of bed because you can't wait to spend time actively doing them.

Another way to uncover your passions is to think about "peak moments" in your life. What are the times in your life that you were really enjoying and loving what you were doing? What made you love it? What made you feel like a natural at what you were doing and, most importantly, what were you doing?

I am passionate about...

How Do You Define Success?

We all have a different definition of success. To some it may mean a certain dollar value in a bank account. To others it may mean owning their time and having more freedom. Success might mean raising wonderful, happy children or living up to a certain career aspiration or aspirations such as Executive Director or CEO. It can be a combination of all those things or one singular item. What does success mean to you? Think about it and write it down.

Success is...

What Are Your Points of View?

Points of view are things we share or repeat often. They are our favorite phrases or mantras. We may not even be aware that we repeat particular advice, sayings, or concepts until we start paying attention to ourselves. 🙂

You know those friends who repeat favorite phrases? Those favorite phrases are their POV's. Some of my dad's are *"grab the bull by the horns"* meaning be assertive and go for what you want. And, *"you can do anything you put your mind to."* My mom's favorite phrase is *"anything worth doing is worth doing well."* Meaning don't do things half-assed. If you're going to put time, effort, and energy into something, do it right. I've heard these three statements a million times throughout my life. And now, my children have begun to hear them too!

My points of view are...

What's Your Legacy?

Legacy is the impact our actions will make long after we're around to make them. Our legacy is the result of our life's work, the way we make people feel, and/or the imprint we have made on other people's lives. If you were to read a feature article in a magazine that someone wrote about you long after you retired what would it say? What are some of your actions that the article would discuss? How do you want to be remembered? What do you want to be known for?

One day we're all going to take a look back and ask ourselves—what have I spent my life doing, creating, building, etc? It can be difficult to think about this, but it is definitely worth doing.

I want to be remembered for...

What Are My Brand Attributes?

It's time to set up your **360 assessment tool**. Remember that tool we mentioned in the beginning of this booklet? The one where we said would allow you to see how others view your reputation...this is that tool!

NOTE: You'll need about 20 minutes to set this up.

The 360 Personal Brand Assessment is a one-of-a-kind, web-based tool that will clue you into how others perceive you as a brand, and help you understand your brand's unique strengths.

Developed by personal branding pioneer William Arruda in collaboration with marketing and branding experts and behavioral psychologists, the assessment results offer insights into your brand.

By taking it, you'll gain a sense of your existing qualities and personality attributes that you will want to highlight. You'll also gain an understanding of how others see you and identify your brand attributes, and an awareness of the strengths you want to build on, as well as the key messages (about yourself) that you will want to communicate.

continue...

LIST YOUR TOP BRAND ATTRIBUTES FROM YOUR 360 RESULTS:

Step 1: Sign up for the Personal Brand 360 assessment. You can sign up for a FREE account here via this URL: http://www.360reach.me If you would like a comprehensive, custom report where your results are compiled and compared to the responses of other people you can upgrade to the premium account (and I highly recommend doing so). By using the coupon code "**BRANDID**" you'll get to purchase the assessment at half the price!

Note: All things digital can easily change so please visit the resources page at https://www.thebrandiD.com/souliDworkbook to get the latest information about this offer.

Step 2: Send the 360 Assessment to at least 25 people in your network. This can be friends, family, colleagues, clients, patients or acquaintances.

Step 3: You'll begin to see responses floating into your inbox. This data will be shared in it's aggregate form. If you've purchased the premium version, close the data gathering stage and request your final report.

Step 4: Once you have received your final report (if you've paid for the premium version) you'll get an incredible custom report comparing your self analysis to the rest of your respondents. You will see how others view your personal brand attributes, what they think about you and what they define as your strengths. Super powerful insight! In the space below, list your top 5 brand attributes.

1. _____

2. _____

3. _____

4. _____

5. _____

Step 5: What insights did you learn about yourself? What caused an "ah-ha" moment for you?

Step 6: Did your Self-Assessment match what others said? If not, how are they different?

Step 7: What are the top 3 strengths people shared with you?

1. _____

2. _____

3. _____

Step 8: What are the most common responses in your projective exercises? What are the common attributes people associated with the projective item or items (types of....cereal, dog, car or kitchen appliance)?

“It is not what we get, but who we become, what we contribute, that gives meaning to our lives.”

- Tony Robbins

SOUL

Section 2 - Optimize

Establish your O-Factor, and identify the people who need what you're offering

Description:

These exercises will help you define your O-Factor—where the obviousness of the market's need, and the obviousness of the solution you provide, intersect. In other words: What do the people you serve need and what is the solution that you are providing that can really help them out?

These exercises will help you:

- Uncover the differentiators that separate you from the pack
- Identify and clarify your target audiences
- Define your offerings and identify methods and ways that those audiences will work with you

Armed with an in-depth knowledge of your ethos and differentiators, we're now ready to define your O-Factor—where the obviousness of the market's need, and the obviousness of the solution you provide, intersect.

That intersection is where we find your target audiences, both the well-established ones you've already set out to serve, and unexpected groups you may not have realized are waiting for you. At this point, we turn our soul-searching skills away from you and toward your potential clients, their needs, and pain points.

continue...

First and foremost we will figure out who you are working with or serving. This is foundational work. The clearer you are on your ideal customer, client or patient the more influential your marketing, copywriting and communications will be.

At the beginning, when you first launch your business you will want to work with anyone interested in buying or paying for your services. But as you grow, you will become more selective about whom you work with.

Clearly identifying your customer will help you dial into their pains, issues, and challenges and get crystal clear on the language you're going to use that helps them identify you as their service provider. In fact, the more targeted the marketing is, the more results you will see from it.

Note: New entrepreneurs are often hesitant to define their customer because they think it will limit their client base. Clearly defining your ideal customer does not repel potential customers that do not fit your profile, in fact, it allows you to focus your marketing efforts where they will make the most impact.

What Makes You Unique?

One instance where it's super helpful to identify your competitors is to help you figure out what makes you different. I'm a big believer in abundance and that there is plenty of work to go around for everyone in the world, which is why I don't find competition threatening. However, the only way to figure out why someone would or should work with you vs. someone else is by understanding how you are different than them. And the ONLY way to figure that out is to identify your competition and take stock of what makes you the same and what makes you different.

If you're a job seeker and in a career transition then use LinkedIn or a similar tool to help you identify others in your industry or field who are at the same level as you. It doesn't matter if these people are job-seeking — what you want to know is how do they position themselves and how you are different from them.

Step 1: Identify your top 3 to 5 competitors. You can do this through a Google search. Conduct searches of keywords that the average person would use to find a service or someone like you in your industry niche. Focus on the results listed on the first three pages of Google.

If you're a local business you're probably already aware of who your top competitors are, however if you're not, you can always ask your customers carefully of course! A question like, "Where do you go when we're closed?" Or, "What's your second favorite.....?"

Who Are Your Top Competitors?

Step 2: List your services and do a side by side comparison

Their offerings, products, or services	Your offerings, products, or services

continue...

Step 3: How are you similar? What education, skills, certifications, experiences, values and strengths do you each possess and have in common to deliver these similar services or products?

Step 4: How are you different? Looks at and consider things like education, skills, certifications, experiences, personality traits, and, values. If relevant and ONLY if it is connected to what you're offering - gender, race, and points of view.

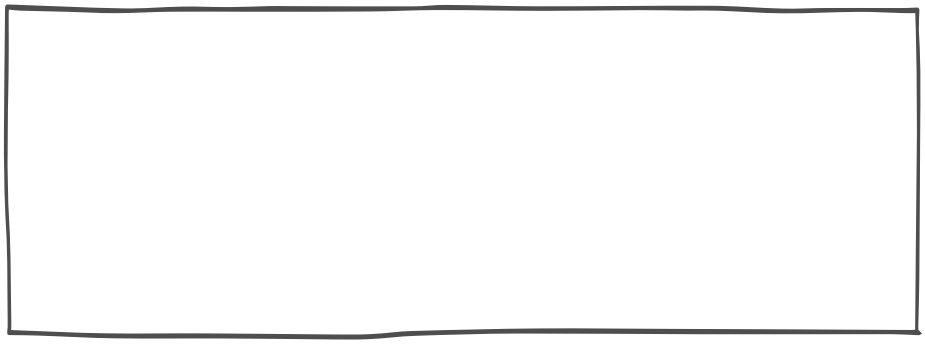
Who is Your Ideal Customer?

If you're a business owner, non-profit executive, blogger, or anyone serving another person or population, this exercise is a **must do**. It's going to make your marketing tactics much easier as you develop content of any kind from blog posts, website content, and print marketing materials to speeches and books.

If you're job hunting, this exercise can provide inspiration for some out-of-the-box ways to reach your potential employer.

If you want your content (whether it's a résumé or marketing material) to connect with the people you'd like to work with and serve, then you need to get crystal clear on who those people are, what motivates them to take action, and what needs they are seeking to have fulfilled.

Step 1: List all your potential "ideal" customer types. You may serve various types of customers so make a list of all of them. For example, if you're a ballet instructor, you could teach children, adults, sports teams, professionals, amateurs, people looking to work out, relax, or acquire a new skill. List them all!



Your next action item is to prioritize that list and pick your most important customer (the person who will buy your service or product). That's your "primary" target audience. (Our ballet teacher may realize her studio is next door to an elementary school—she'd do well to focus on classes for children that coincide with after school hours, and might add some adult classes during the day.) The person who is using your product or service may be different than the one paying for it so take a few minutes and get clear on which customer is first and which is second. There may also be a third and fourth target customer type. Rank all of them from most important to least.

1. _____

2. _____

3. _____

4. _____

continue...

Step 2: List the demographic and psychographic details, traits, characteristics, and attributes of each of your ideal customer types.

Consider things such as...

- Gender?
- Age?
- Level of education?
- Single or in a relationship?
- Are they parents?
- Average annual income?
- Socioeconomic situation?
- Spending habits?
- Race or ethnicity (if relevant to what you're selling)?
- Do they live in a rural or urban area?
- What publications do they read?
- What social media do they use most often?
- What are their online habits?
- What are their interests and passions?
- What do they like to do in their free time?
- Who most often influences their behavior?

Step 3: After taking a microscopic view of all of your different types of customers it's time to zoom out and take a macro view. Among all of your ideal customers (birds eye view of all of them) consider the following questions:

- What do they all have in common?

- What makes them happy?

- What are their common frustrations?

- What are their biggest and smallest pain points or challenges?

- What would solve these challenges or ease their pains?

- Can they afford the same cost for your services?

- What are the common ways they all communicate, online or off? Are they using the same social media, reading the same publications, listening to similar podcasts, etc...

continue...

Step 4: Once you have taken the deep dive into analyzing your various types of customers and taken a step back to see their common characteristics it's time to create a persona, a fictional character that you're inventing to represent your ideal client and help you create content that speaks to his or her heart. If you're speaking to or writing to one person, it's much easier to create an emotional, deeper connection vs. trying to connect to a group.

Consider the prompts below to help you write your persona:

- Name _____
- Age _____
- What is their occupation? _____
- Are they married, in a relationship or single? _____
- Where do they live? _____
- What's their home life like? _____
- How far did they take their education? _____
- Are they happy at work or frustrated with their career? _____
- Are they employed or employers? _____
- Did they recently launch a new business or have they had one for a long time? _____
- How do they spend their day? _____
- Are they happy in their personal life? _____
- What are they struggling with? _____
- What does their typical workday look like? _____
- Where do they spend their free time? _____

continue...

Personal branding is about communicating and marketing your authentic self. It's about knowing who you are and articulating that consistently and clearly.

Get into as much detail as possible, because the more you know your persona, the easier it will be for you to create a connection to them. Write your ideal persona's story, their narrative (see example of one of our ideal customer personas named Hope on the next page).

Write your ideal persona's story:

Here is an example of one of my customer personas:

Meet Hope

She's 33 years old, has a super interesting work history, and traveled the globe before she settled down, gotten married, and bought a house. She will soon give birth to her second child.

She's been highly productive and a real mover and shaker these last 10 years or so. While her life is shifting into a new chapter, she is not interested in slowing down in her profession or career. In fact, she's more determined than ever to make a BIG impact in the world. She just wants to work in her way, and build her life around her work, which is very much a part of her personal identity.

Hope is creating a new company where she helps others identify their personal roadblocks, and move them out of their way so they can get on with life. She's a leadership coach who combines her psychology and sociology background into helping people create and lead their ideal life.

Hope wants to have the space to raise her son (she's having a boy) and be a supportive spouse to her husband. However, she very much wants to keep her foot on the gas pedal with her own career path. She knows her work will evolve over the next few years but she is ready to go global and mobile with the help of the Internet.

Her pain points are:

- Isolation
- Misses collaborating with coworkers
- Feels overwhelmed about doing everything herself – marketing, business development, strategy, copywriting, work with clients, etc...
- People she connects with in her day-to-day life do not relate to her
- Most other women in her same stage of life are focusing on their kids
- She is so entrenched in her work that she is not taking time for herself

When online Hope is entrenched in:

- Industry news to stay abreast of the latest and greatest
- General world/local news
- A podcast or two when she has time in between things...to enrich her mind and elevate her energy
- Social media - mostly FB, Pinterest

Hope's budget is defined by the following thoughts:

- I'm ready to launch my own thing. I'm going to slowly grow my business and build a solid foundation.
- I want to look like a professional and build my online headquarters steadily. I'm ready to invest $3,000 - $5,000 to start.
- As I grow, I will continue my relationship with brandiD. They can help me with my website as needed and if necessary they can even help me with email autoresponders, post my blogs, and update my site. OR, I can hire a Virtual Assistant to help with some of the admin tasks.

continue...

Step 5: Take your ideal customer persona and put yourself in their shoes by pretending you are them. In some instances we actually are or were our ideal personas which will make this step easier for you.

Either way, ask yourself the following:

- Why would they hire me?

- If they were to become my customer why do they need my product, program or service?

- Why mine and not a competitors?

- What's their budget for my services?

- What could make them feel vulnerable about working with me to deliver products, services, etc?

- How can I make them feel comfortable and build trust and a super strong customer relationship with them?

Each time you create new marketing materials or marketing tactics, read your customer persona to help put you in the right frame of mind to address them. The more you are serving, creating, and acting on behalf of your ideal persona, the stronger your messaging and materials will be. Remember to stay focused and targeted. Really take the time to get to know your ideal persona and what makes him/her tick. Review the persona frequently and regularly. This will help ground your marketing and will make it way more impactful.

“The aim of marketing is to know and understand the customer so well the product or service fits him or her and sells itself.”

– Peter Drucker

“You have to be savvy and sharp and also straightforward with your customer. I think that **authenticity** is really important.”

– Tory Burch

What Are You Selling?

If you're a job seeker, you're selling yourself. If you're a solopreneur (say, a coach or consultant) or business owner, you're selling a service or product. If you're an authority, educator or innovator you may be selling courses, books, workshops, and speaking gigs. Another product you can sell is an event or experience of some kind, such as a retreat or group mastermind.

Figuring out what you're selling can come before or after identifying your target customers. Knowing your customer will help you position what you're selling.

In the space below list everything you are selling.

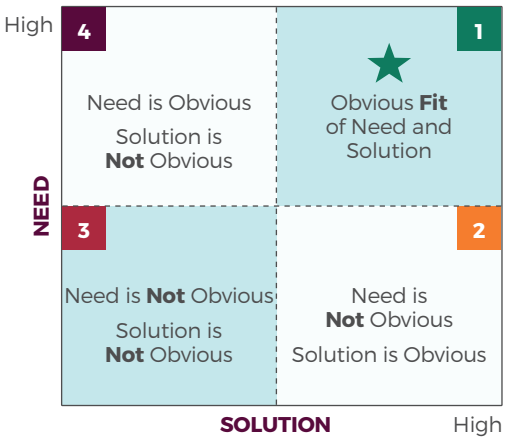
I Sell...

What's Your O-Factor?

Most adult consumers make around 35,000 decisions a day. The majority of those decisions are made out of habit. It's extremely difficult to get a consumer to change a choice that is inspired by habit—such as picking the same toothpaste or soap brand they've used for 10 years—because they are chasing brands they are familiar with.

To earn customers your offering needs to be obvious to the consumer. If you're working in a competitive and crowded space like leadership or career coaching, then you have to make it even more obvious why your services are the best fit for your ideal customer. According to Marcy Strauss Axelrod's *Marketing Journal* article "The O-Factor: A Powerful Tool To Improve Marketing Effectiveness," the key to earning more customers is to figure out your O-Factor, a ratings scale which asks, are your services obvious to the consumer who needs them? The relationship between those two factors—your service and the need of the consumer—is your O-Factor.

Here's a chart to help illustrate the 4 potential quadrants of O-Factor clarity:



OBVIOUSNESS-FIT MATRIX™ – THE O-FACTOR

The role of marketing is to make obvious the buyer's need and the fact that your solution is the right one for them. Also known as product/market fit.

To be effective, your messaging, targeting, and creative assets must align with and emphasize that fit.

To help illustrate, let's walk through finding the O-factor of my business, brandiD, a personal-brand-led web agency:

1. **What's the problem I am solving as my ideal customer looks for a solution?** Lack of visibility on the web, or what is on the web is not current or relevant. The other problem we are solving is creating a website for those who want and need to conduct business virtually.

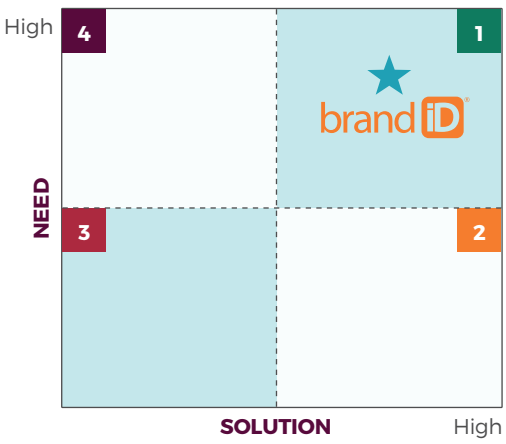
2. **What about my solution feels on point for me? Why would a customer consider our solution for them?** We have high credibity in our industry, we are one of the few companies that provide a full-service solution from strategy, to branding, to copywriting to web design and development.

3. **How obvious is my customers' need and can they easily choose to purchase my solution?** (1-10 scale)
   10 = Very obvious? Very obvious. They are already "in pain" and seeking a solution like ours. They know they need help.
   5 = Somewhat obvious
   0 = Not obvious.

4. **How obvious is my solution?** (1-10 scale) About an 8 - Since we don't proactively market, all our business is generated through people searching for services like ours on Google, or through a referral–word of mouth. Therefore, they are people who have the problem and are proactively searching for a solution to it. Because our Google rankings are high we frequently turn up on search results.

5. **What can make my solution more obvious?** We can start proactively marketing our services.

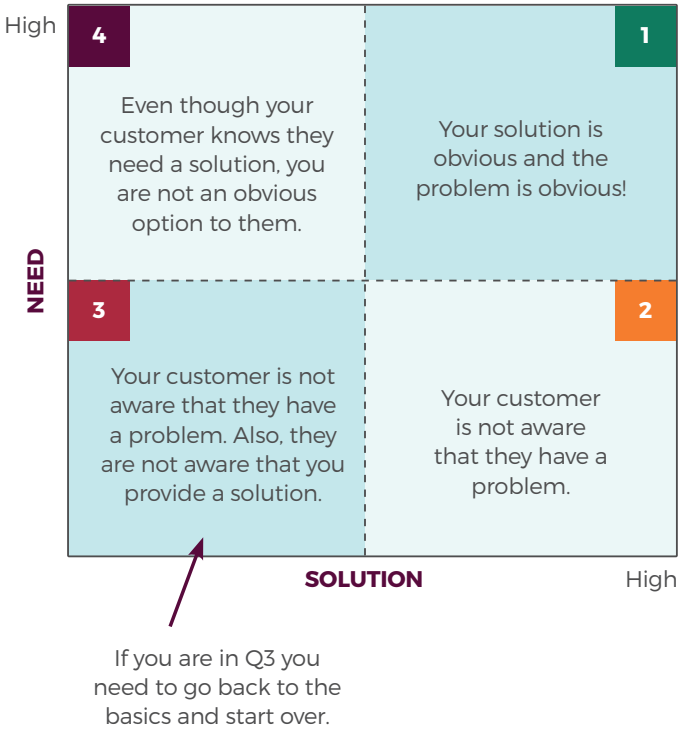
brandiD's O-Factor Chart



continue...

Let's dig into *your* product's O-Factor. To help you figure out where your customer is, work through these questions and plot your answer on the blank chart below:

1. What's the problem you are solving as your ideal customer looks for a solution?
2. What about your solution feels on point for you? Why would your customer consider your particular one?
3. How obvious is your customers need when they can choose to purchase your solution? (1-10 scale)
   a. **10 = Very obvious?** Ex: I'm running a marathon in one month and I need a new pair of sneakers and some time to break them in.
   b. **5 = Somewhat obvious** Ex: I consider myself an athlete, and hadn't planned to buy a new backpack. Your backpack (solution) caught my eye, looked great, and was on sale so I decided to buy it.
   c. **0 = Not obvious**. I had no plans to buy a new pillow. Your amazing offer made it worthwhile and timely.
4. How obvious is your solution? (1-10 scale)
5. What can make your solution more obvious?



The higher your number is, the closer you are to Quadrant 1, and the higher your O-Factor is. Got a high one? That's great! The lower your number, the lower your O-Factor—and that's a sign that you've got to figure out what to fix. Which Quadrant do you find yourself in on the chart?

Quadrant 1 High O-Factor—awesome! Whatever you're selling is obviously valuable and pretty much sells itself. (Ex: Think of Starbucks—they are selling coffee and connection. The problem they are solving is lack of community or isolation and quenching thirst with certain types of non alcoholic beverages.)

Quadrant 2 The customer's need is not super obvious, so your solution needs a problem to solve. Some things you can do to move closer to Quadrant 1 are:

Messaging ideas

- Show that there is a need (you can use stats, facts, or stories) and that it can be met.
- Show how valuable it will be to the consumer if the need is met.
- Make the decision around buying your product simple and clear.

Creative ideas

- Brand your solution.
- Connect your solution (product) to the problem it's solving.

Quadrant 3 If you're in Quadrant 3, where both the need and solution are not obvious, it's time to start over. This might feel like a big step backwards, but trust me, it's not. It's actually a step forwards! Think of a different product to sell and / or a different problem to solve.

continue...

Quadrant 4 The customer's need is obvious but your service or solution to that problem is not an obvious connection for the consumer. Some things you can do to move closer to Quadrant 1 are:

Messaging ideas

- Own the customer's need. (Ex: think of the problem of erectile dysfunction and the product Viagra)
- Sell the decision or choice to meet that need and why you are the obvious solution. (Ex: You don't have to minimize or squash your sexual desires and pleasure; instead take the pill Viagra)
- Prove solution / fit with need job to be accomplished.
- Prove value in context of need. (Ex: Viagra has done such a good job marketing their solution as the ONLY option to this solution that the problem and the pill have become synergistic—it's hard to think of one without thinking of the other.)
- Make the decision process obvious and simple. (Ex: buy Viagra)
- Become the go-to brand solution for the obvious need. (Ex: Viagra is the only product that comes to mind when one thinks of erectile dysfunction.)

Creative ideas

- Brand the need—the problem to be solved. (Ex: Erectile dysfunction and Viagra as the solution.)
- Emphasize fit and function over emotion. (Erectile dysfunction isn't something to be embarrassed about; it's a medical problem with a medical solution.)

My O-Factor is...

To improve my O-Factor (if not in Quadrant 1) I'm going to...

“The two most important days in your life are the day you are born and the day you find out why.”

- Mark Twain

SOUL

Section 3 - Utilize

Strategy is put into words bringing your introspective work to life and amplifying your essence

Description:

By now you have a much deeper understanding of yourself, your business and your audience, so it's time to get creative.

This next section will help you:

- Define and articulate your online position
- Articulate your intentions to potential clients
- Set your path by identifying short- and long-term goals
- Complete your iDentity profile
- Write your branded bio

Crafting an appealing message that communicates your brand's unique promise in a way that connects to your target audience will fill you with confidence and, more importantly, fill your potential client, customer, or patient with confidence in working with you, too.

In this section, you'll also put the finishing touches on an iDentity profile that you can use for everything from developing goals for your business to reaching potential clients. This profile, which some of our clients refer to as their *brand book*, is a guide that empowers you to take your business anywhere you dream of going.

continue...

What's Your Unique Value Proposition (UVP)?

Also known as your brand statement or elevator pitch, your unique value proposition is your "pick up line" for new business or clientele. It's a method to easily communicate what you do, whom you do it for, and what makes it (and you) unique.

Have you ever had a conversation with someone who used a lot of umms, ohs, and hmms? What did you think of them? How did the conversation leave you feeling? What was your impression of that person? Nailing your UVP will leave you "umm"-free when you describe your business, and help you in more ways than you can imagine.

The UVP is comprised of 3 parts: what benefits you provide, who you provide them to, and how those benefits are provided in a unique way.

Step 1: The first question, "what benefits do you provide?" is not asking what services you offer, but rather, what are the outcomes of working together? In what ways does a client benefit from working with you?

The benefits of working with you or your business can be tangible, such as a beautiful website, a strong video marketing toolkit, a compelling e-book, or a bigger bottom line. Or, they can be intangible outputs, such as greater confidence, manifesting your vision, improved public speaking, or stronger negotiation skills. **To get clear on your own "benefits package," answer the following questions:**

The customers, clients or patients I serve boast about these outcomes...

I help my clients manifest...

The tangible outputs they experience are...

Their intangible (underlying) outputs are...

Three results people can expect from working with me are...

1.

2.

3.

Step 2: The critical next step in your UVP writing process is identifying whom you are doing "it" for. In other words, who is your target market, ideal customer or avatar?

Our tendency is to create a great big client pool. We want to work with and serve everyone and anyone who comes our way but that's not the most efficient way to work or to spend our marketing dollars. In fact, research indicates that the more targeted our marketing is, the more impactful it will be.

If you completed the *Who is Your Target Customer* Exercise in the previous section then here's some good news: just go back to the exercise in the previous section and copy that info here.

My ideal customer is...

(if you have multiple ideals only list the primary customer)

continue...

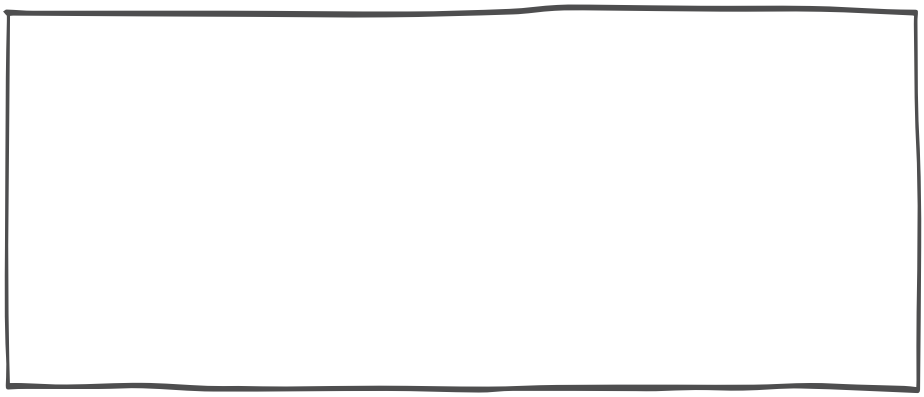
Step 3: Here's the final part of the three-piece puzzle: How do you provide your services in a way that is different from others offering the same things? This is the question that causes you to consider your unique approach, qualifications, and strengths. If you've already developed a good track record or reputation, professionally speaking, you can also use that to your benefit. For example, one of your differentiators can be time-based, focusing on how much experience you have ("for nearly two decades"). Another might be quantitative: the numbers of clients, patients or customers you've served ("hundreds or thousands of people have benefited from"). **Try to utilize specific examples like these as you consider the following questions:**

What makes you and your approach unique?

What are your most unique or notable differentiators?

How do you provide services, products, etc. in ways that others do not?

Step 4: Drum roll please…let's bring the 3 pieces together into the full statement:
1. What benefits do you provide?
2. Who do you provide them to?
3. How do you provide those benefits uniquely well?



As an example, my answers are…
1. Benefits I provide: Uncovering, positioning, and marketing people
2. Who do I provide them to? Entrepreneurs, innovators, and thought leaders
3. How do I do it uniquely well? Through an introspective process I tap into the real you—your authentic soul—define your personal brand, and then help you project it online.

To craft my UVP, I simply put it all together into a complete sentence and word smith as much as possible.

UVP: I help entrepreneurs, innovators and thought leaders uncover, position, and market their authentic souls online, empowering them to thrive in work and life.

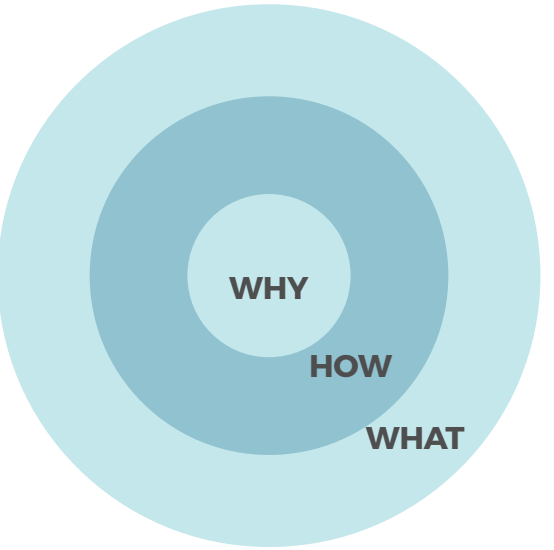
If I want to tighten the language a bit I can write it like this:
UVP: I help innovators uncover, position, and market their authentic selves online.

What's Your Why?

The earlier exercises in the Strategize section on vision and mission provide the answer to your Why from a personal and motivational standpoint. But in this question we are going to look at your Why through a marketing lens—in other words, instead of Why you do what you do, we'll explore Why your clients or customers might seek you out. These answers are less about what YOU think makes you and your approach unique, and more about what consumers think makes you the clear choice for them. One of the MOST helpful TED talks I have ever seen was by Simon Sinek, the author of the book *Start with Why*, which expands on that popular TED talk.

Here's a link to the MUST-watch video at TED.com - http://bit.ly/MarketingWhy. Take a break and watch the mini-5 minute version now, in real time, and then work through the following exercise to help you clarify your marketing Why. There's a link to the full talk in the resources section and online at www.thebrandid.com/soulidworkbook.

Once you've listened to the video dive into the following questions:



As Sinek points out in the video, your marketing Why helps you delve deep into your customer's mind and define why they would use your product, offering or service. Defining it will help you understand what motivates them, as well as how they define, and aspire to see themselves. It will help you speak directly to their core in a way that captivates them and inspires them to take action. Keep this definition in mind as you answer the following questions which refer to the terms Sinek defines in his 5 minute talk.

What's your marketing Why?

What's your How? (How do you do what you do?)

What's your What? (What do you do?)

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you’ll do things differently.”

- Warren Buffett

What Are Your Short and Long-Term Goals?

Setting goals is the most important action item you can take in working towards and achieving your potential. In fact, studies show that people that take the time to identify their goals, write them down, and keep them visible (so they can refer to them daily) are far more likely to achieve them then those that don't.

A Harvard Business School study that was initiated in 1979 found that the MBA graduates who had written down their goals enjoyed far greater financial success than those who didn't! How do they know this to be true? Because in 1989, the interviewers revisited the graduates of that class and found that the 13% of the class who had set specific goals were earning, on average, twice as much as the 84% who had not set goals at all! What's even more astonishing is that the three percent who had written clear goals were earning approximately ten times as much as the other 97% combined.

There have been several studies since the Harvard one with similar findings. By simply WRITING your goals down, you're a taking a BIG step towards meeting them.

Below are two goal-setting techniques—**SMART** and **Desire Mapping**—to help you identify, establish and set your goals. Do the exercises for short-term (1 year) and long-term goals (around 3 years). You can work through professional and / or personal goals in the space below. If you're launching a business, focus on one big goal and break it down in the process.

1. The SMART Technique: People who follow this method strive to make sure their goals are SMART: Specific, Measurable, Attainable, Relevant, and Time-Bound.

SPECIFIC Start with identifying one specific goal. As you identify that goal think about WHY you want to reach that goal. The WHY is super important because working towards goals is hard, and, without a doubt, you will have days where that goal seems unattainable and you consider ditching it. Getting clear on your Why —your deep down core Why (ask yourself Why at least 3 times)—will help you stay the course. Here's my real life example: My general goal is to start exercising. My specific goal is to become physically fit and healthy in the next year.



continue...

The Why part looks like this for me:

Why do you want get physically fit and healthy?

1. To lose weight and feel good in my body.
2. Why do I want to lose weight and feel good in my body? Because I want to feel more confident in my own skin and get down to the size that is average for my height.
3. Why do I want to feel more confident in my own skin and decrease my size? Because I want to model this behavior for my two daughters. I don't want this to be about weight loss; I want this to be about self empowerment.
4. Why do I want to model this behavior for my daughters? Because I want to enjoy a long, healthy life with my daughters. I want to be alive long enough to be able to play with my grandchildren. One day I want them to be able to do this, too, if they wish, and hope that they have the internal power to achieve anything they put their mind too.

You see how the deeper we went with Why, the more emotional the connection became for me? Today when I want to slack about exercising I think about my 4th Why and I can hop out of bed at the crack of dawn!

MEASURABLE Being able to measure progress towards your goal is important. To make your goal measurable, assess and articulate how you are going to identify progress toward achieving it. Your goal is measurable if it answers: "How much?" or "How many?" For example, my goal is going to the gym three times a week.

ATTAINABLE Ask yourself, is this goal really reachable? Can you—or anyone—actually achieve this goal in the time span allotted? A goal to lose 30 pounds in 1 week isn't achievable for example. But setting a goal to lose 2 or 3 pounds a week in order to eventually lose 30 pounds is way more attainable. The success of reaching your weekly goals will keep you motivated—*and help you make them more attainable*.

RELEVANT We can only tackle and achieve so many new things at one time, so when it comes to figuring out if your goal is relevant, ask yourself how does it fit into your broader objectives at this time in your life? And, does the goal support your purpose, vision and values? If it doesn't it will be impossible to achieve. EX: I'd love to learn how to play the drums because deep down I want to be in rock band. Learning the drums is one thing but working towards a goal of playing in a rock band really doesn't tie into my life at the moment and would not be consistent with my purpose or mission. It's not relevant to my work or home life and neither is drum playing. Learning to play drums would bring me pleasure but if I'm tackling a more relevant goal at the same time that will take priority in my life.

TIME BOUND A goal should have a timeframe associated with it (i.e. go to the gym three times a week for 6 months). By anchoring your goal within a timeframe, you set your subconscious mind into motion to begin working on it. With no deadlines or time constraints, there is no sense of urgency to reach that particular goal.

What are your goals using the SMART process?

You can write short-term ones (within one year) or long-term goals (3 years or more).

Specific	
Measurable	
Attainable	
Relevant	
Time Bound	

You can repeat this process for each goal you identify.

continue...

2. Desire-Mapping Technique: If you're having a hard time defining your SMART goals, try author and entrepreneur Danielle LaPorte's, Desire Mapping approach, which is focused on exploring your feelings as opposed to setting specific measurable goals. This can be a helpful intermediary step to identifying your SMART goals.

Danielle shares that goals which are outcome-based can often be externally focused and driven, while thinking about your desired feelings allows you to tap into your intrinsically motivated personal motivations. Don't chase the goal, she explains—chase a feeling.

The idea is to focus on core desired feelings (feeling healthier and energetic, feeling financially secure) instead of on specific goals (losing weight, making more money, landing a new job). It's about taking time to match and connect your feelings to your goals. For more information, check out the 20 min video interview of Danielle LaPorte on the Marie Forleo show at http://bit.ly/desiregoals.

What are your core desired feelings for the year?

Both of these techniques can help you work towards achieving things you've been eager to accomplish, and they will also help you set your internal GPS so you know where you're going, and why. One thing to keep in mind when using either or both of these processes is as you attain your goals and reach them, you will have to shift gears into maintenance mode. And, you can always set new ones.

Once you've accomplished your goals or desired feelings, you don't want to deviate back to bad habits, or feel like you're taking a step backwards because you've reached a peak. Consider these two frameworks (SMART and Desire Mapping) systems you can use over and over throughout your career.

There have been times in my life where I've achieved what I had set out to do for the long-term, and until I took the time to set new long-term goals it felt like I was driving without a destination. Your day to day life goes fast. One day easily blends into the next, and before you know it, a few years may pass before you suddenly realize that you're unsure where you want to go in the future.

It's inevitable that we will have challenging times in our life when simply getting up and doing what we can that day is considered an accomplishment. But dark times will eventually become inspired times, so I encourage you to find which process or system works well for you and use it whenever you need to reset your personal GPS and continue to grow and thrive.

Fill In Your Identity Profile

If you feel like you've been doing a lot of hard work—you have! Here's a fun exercise to help you see all the areas where you've gained tremendous clarity. This will also give you a bird's-eye view of how your personal brand is revealing itself. All the answers in the spaces below are in your previous exercises, so flip back and forth and fill in the blanks!

Values	
Vision	
Mission	
Strengths	
Passions	
Success	
Points of View (POV)	
Legacy	
Brand attributes	
Differentiators	
Your ideal primary customer	
Unique Value Proposition (UVP)	
Goals o SMART o Desire Mapping	

Write Your Branded Bio

A branded bio is your personal story as it ties into your profession. It's not your résumé in paragraph format. It's the stories in your past that helped you move to or discover your next step in life. These can be about a big influence in your life, or an experience that had a major lasting impact. It's about personalizing your bio in a way that keeps it professional, but also makes it more interesting and memorable.

Writing your own branded bio isn't an easy task because we are so close to our own story that we can't easily identify what's interesting, different, stands out, or memorable. If you can hire a writer to help you with this task, you'll get through it more objectively, quickly, and harmoniously. However, if you've got to write your own, don't sweat it. We've got you covered with some helpful questions and prompts.

To get started, answer the below.

1. List your work highlights or achievements, using action words to begin each one. (For example, "Increased sales by 10% over the previous year." Or "Introduced new HR initiatives that increased employee engagement and reduced turnover."

2. List your educational achievements.

3. List any "credibility boosters"—articles you've written or those that have been written about you, volunteer work, memberships, certifications, etc.

continue...

4. What differentiates you from the competition? Remember, you worked through this question in the strategy section, so you can look back at your answer there.

5. What are some of your hobbies and interests?

6. Who are some people that inspired you along your professional journey?

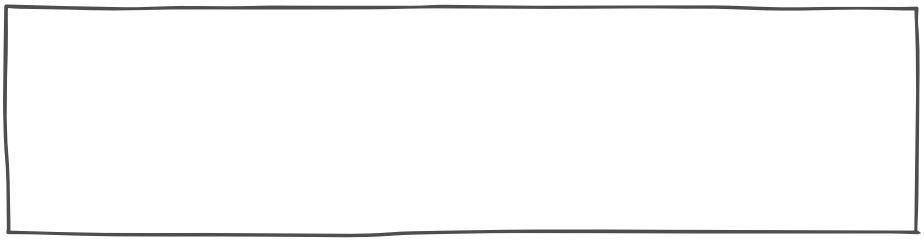
7. What are your favorite quotes or those that you find most inspiring?

8. Share an interesting story (or two) or circumstances that you have overcome to get to where you are.

9. What's the through-line on your resume? A through-line is that consistent thread that ties your work experiences and/or life experiences that paved your professional path together.

For example, I have an undergrad degree in English Literature, and a Master's in Higher Education Administration. Once I finished school, I worked at the United Nations, *The Wall Street Journal*, DowJones.com, and started my own web agency, SiliconFish.com. Then I worked in Internet Consulting as a business strategist, which led to a job for the late Mayor of Boston, Thomas Menino, leading various aspects of a Foundation he started to bridge the digital divide for underserved youth and inner-city families. Politics, newspapers, business, web design—when you just look at the list of jobs, they all sound so disconnected, right? But they're not, really. The through-line that links every single one of these jobs is me utilizing my writing, marketing, and Internet skills. When considered with that throughline in mind, it becomes clear that, all along, I've been creating content on web-based platforms—long before Google was around I might add. 😉

What are your through-lines?



Put together the most compelling answers from the questions above and create your story. Don't worry about word count or space but also, try to be concise and break lengthy sections up with subheadings. Once completed have a friend read it and provide feedback. Make sure you proofread the final copy. Voila, you've got a branded bio!

Here are some examples of branded bios our team has written:
Matt Wanderer - https://mattwanderer.com/meet-matt/
Kristin Halpin Perry - https://verazconsulting.com/about/
Eleni Gage - https://elenigage.com/about/
Susie deVille - http://bit.ly.susiedeville

“Have the courage to follow your heart and intuition. They somehow know what you truly want to become.”

– Steve Jobs

SOUL

Section 4 - Leverage

Your vision becomes actionable, and the momentum you've built propels you forward into your future

Description:

With your brand defined not just for yourself, but in a concise, captivating way that reveals your soul to potential clients and colleagues, we are ready to explore how to amplify that brand in ways that work for you.

By the time we're through with this section, we'll have developed a roadmap you can follow as you cultivate your web presence and grow your brand.

We'll also give you the tools to analyze and assess how your journey is going. As your business is constantly growing and changing, you'll be able to react swiftly to refine your approach, so that you're always making the most of a business—and life—you love.

Once you've completed this section you will have developed:

- An implementation plan which distills your long-term vision for your brand into actionable steps that will take you where you want to go
- The right tools to help you amplify your business or personal brand
- Ways to help you shift gears when necessary in order to make the greatest impact

To achieve all that, you'll need to ask yourself a few big questions.

continue...

How Do You Show Up Online?

Before we know what to amplify online and leverage our creative assets, we need to figure out how we are currently showing up! There's a handy dandy tool called the OnlineIDCalculator.com created by William Arruda (the same person who created the 360 assessment).

You're going to have to Google yourself, calculate the number of results and review them for relevancy and consistency.

For example, if you used to work as a travel journalist and are now an executive leadership coach, you will want the majority of your results to point to what you currently want to be known for.

There are many tips on how to increase Google results so they are consistent and relevant with how you want to show up online today but first we need to get a baseline. Visit the OnlineIDCalculator.com and complete the exercises in order to get your customized report. It's free!

What are your results? (Are you digitally disastrous, dissed, dabbling, or distinct?)

What actions are you going to take to show up more distinctly online?

What's My Goal Road Map?

Once you know how you want to show up and what to project, you're ready to identify how to get where you want to go—and what story you want to tell in the future.

In the section right before this one—Utilize—you identified your goals and core desires. We're going to take the short and/or long-term goals you identified in that exercise and break them down into tactical mini steps. These will help you meet your goals and, also serve as the basis of your marketing plan. I love when we can fill two needs with one deed!

Here's an example of a Goal's Road Map I created in order to work towards one of my aspirations.

Goal: Give a local TEDx talk	
Intent (Why)? Being clear on my why will actually help me achieve my goal. Remember to go a few layers deep into why.	Giving this talk will help me formulate my message, and put me in the spotlight in an area that is relevant and current to my personal brand. A talk like this will help me build authority, credibility and relevant positioning. It will also be excellent video clip footage for my website. And, ultimately, I hope that what I share can help others, so this fulfills my mission, too.
Action items / Tactics	Research: Where are all the local TEDx venues that I can travel to in an hour or less?
	Research: What are the dates of the next TEDx talks in the year ahead?
	Research: What are the themes that the various local chapters have identified for the next year?
	Decide: Out of everything I can speak about, what message can most serve others and will align with one of the themes of the local chapters?
	Apply to give a talk.
	Write presentation and practice it.
	Present talk.
	Share on social media to leverage opportunity.
	Link to presentation from my website.
	Write a blog post about the experience.

continue...

Now it's Your Turn. Break Down Your Big Goals on the Blank Road Map.

Visit www.thebrandiD.com/souliDworkbook for a digital template you can use.

Goal:	
Intent (Why)?	
Action items / Tactics	

Which Social Media Should I Use?

Leveraging the power of social media can be a huge advantage to your personal or business brand. In today's world, it's a must-do. But with so many platforms out there, how the heck do you know which ones to be active on?

Many people think you need to be visible and active on all—but that's not the best approach. Unless you want posting, responding, and staying on top of social media to become your full time job, you will definitely want to choose your platforms wisely. How do you choose? Simple! Revisit your ideal customer exercise from the O-Factor section. There, you identified their social media habits. All you have to do here is write in the answer below.

What social media is your ideal customer using?

You want to be where your ideal customer is otherwise: social media is a waste of your precious time. You don't want to use a tool that won't attract any results for you.

The next thing to consider is: What tool do you enjoy using that you can get fully immersed in? Even if your ideal customer is on a specific app, if you absolutely dislike using it, you'll have to find a work around OR you're going to have to get on board with the platform.

For example, if you can't get comfortable being on video but your customers are YouTube fanatics, you'll need to think of creative ways to use video in which you don't have to be visible. Can you share images, or do voice overs of other activities or actions that support the message you are trying to convey? Or, what about trying whiteboard videos in which someone is drawing and you can do the voice over as the sketch comes to life? Here's a link to an example of that as well as how to create one http://bit.ly/wbaltvid. With all of that in mind, answer the following question.

What social media platforms will you use to market online?

continue...

SPEAKING OF MEDIA...WHAT'S THE DIFFERENCE BETWEEN EARNED AND PAID MEDIA?

Social media isn't the only way to get noticed. There's also earned media and paid media. If you're a sought-after expert or have gotten attention for doing something unique and innovative you can "earn" media attention. Examples of this are being quoted in an article, contributing a guest post to a blog other than your own, appearing as a guest on a Podcast or TV show, etc. It's media you are literally earning because of your specialty and your excellence in delivering that content.

Paid media is public relations or PR—you hire someone to help you get attention or purchase space on a media platform, whether that's an ad, a paid post, or paid air time, to publicize your services, offerings, or products.

Aside from paying for one and not the other, the biggest difference is that earned media is perceived as being more objective since you earn it.

Both types of media can be super helpful to you as you're building your brand.

An amazing resource for earned media is a website called Help A Reporter Out (HARO). Founder Peter Shankman created this space for journalists and sources to connect. The journalists submit topics they need experts, sources, quotes and information on, and each day a list of these journalistic needs is compiled and emailed to HARO subscribers. Subject matter ranges, so you can sign up for the list and have it emailed to you for FREE!

Speed is very important when responding to HARO media queries, so keep an eye out for the latest needs and scan the email as soon as you can. If you find a media need that fits your area of expertise, jump on it and respond as fast as you can.

Consistency is king with this resource, so if at first you don't succeed, try and try until you do!

Visit HelpAReporterOut.com and sign up for their service.

Did you take the action? ☐ Yes ☐ No

When it comes to PR or marketing, you can hire a professional whose niche is working with people or businesses in your field. PR is a service that is built on personal relationships. If you do hire someone make sure they are a seasoned pro with legit relationships at the outlets you have targeted as a good fit for your message and / or service.

Alternatively you can DIY PR, write your own press release (see the resources section for a how-to article) and connect to people at the publications, sites, or channels you wish to be seen in and associated with.

What are some media opportunities that you think could work for you to pursue earned media?

What about paid promotion; what are publications or sites where an ad might be a worthwhile investment?

What does your brand ecosystem consist of?

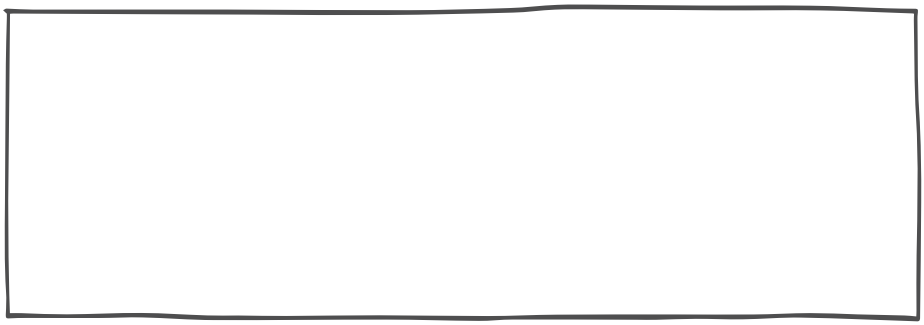
As you clarify what your personal and / or business brand stands for communicate it consistently on your website, stationary, digital collateral and any other materials. A cohesive brand ecosystem is the sign of a true professional.

The components of your brand ecosystem can appeal to one or all five human senses depending on the type of work you do. These elements communicate your Brand to those you seek to serve. These can be creative elements, like the copy or the visuals of your business, or how you dress. They can be subtle user experience factors, such as how the receptionist at the office answers the phone or how you or your team sign off on email communication.

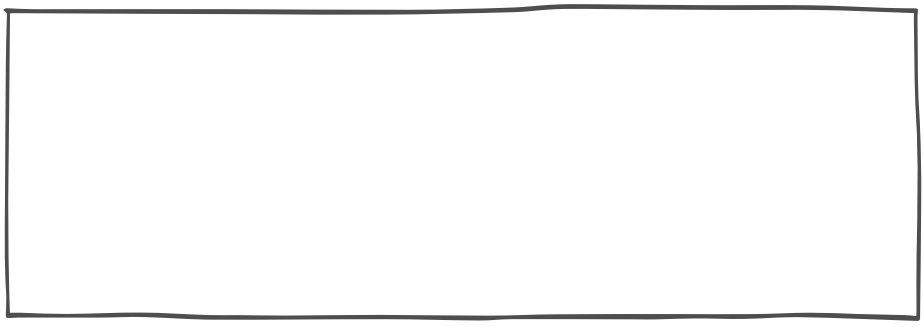
They can even be brand touch points that appeal to your customer's sense of smell, if you run a bakery, for example, or sell aromatherapy products. Our olfactory senses are known to create strong emotional bonds, and some companies have even developed and trademarked scents so that customers will associate that smell with their brand! An example is the chain Flip Flop Shops where you smell the strong odor of coconut oil from as far as 15 feet away—attempt to attract their ideal customer into their store.

A more common example of sensory appeal is the appearance of your branded material; with the colors and fonts used on your business cards and website, you want to create and project consistent and cohesive visual cues so that your target audience starts to understand what your brand is about and recognize it. Not only that, they will also see the thought and care you put into these brand components, and realize that you pay attention to the details. If people haven't met you in person, your website is their new first impression.

What are the components of your brand ecosystem?



How do you plan to use each component to build your brand and attract or strengthen the relationship with your customer?



HOW DO I DEVELOP A MARKETING PLAN?

The grand finale is upon us. All the deep introspective work we did in the Strategic section, identifying the fit between our consumer's need and our product in the Optimize section, and clarifying our communication points in the Leverage section culminate into the final ingredient of the personal branding cocktail—marketing.

A marketing plan helps you focus on what you need to do to get to where you envision your future brand—personal or business.

The example below is for a web design agency whose target customer is restaurant owners.

Objective:	EX: Land 10 new clients in the next 2 months
Target audience:	EX: Restaurant owners who have little or inconsistent online presence and need to sync or showcase their brick and mortar business
Challenges (what are the potential weaknesses in the product, service, or in reaching the target customer):	EX: Restaurant owners are so busy, they barely have time to deal with marketing.
Key Messages (identify 2 to 4 messages that you want to repeat over and over to your potential consumers):	EX 1: By building your web presence we can help you attract new customers. EX 2: We will do everything for you—all we need is 3 hours of your time, your menu, your logo, and the rest will be created by our team.

Tactic	Implementation Needs	Deadline	Status
EX: Identify the top 20 restaurants in downtown [city] and analyze their web presence. Reach out to the ones whose web experience doesn't match their in-person restaurant experience.	EX: Time, money and Google	EX: 3 days	

Fill In Your Marketing Plan

Roll up your sleeves one last time and dive into the plan outline; fill in the blanks with your own answers and you'll have a marketing plan to follow!

Objective:

Target audience:

Challenges:

Key Messages:

Tactic	Implementation Needs	Deadline	Status

"The only person you are destined to become is the person you decide to be."

- Ralph Waldo Emerson

Section 5 - Additional Resources + Exercises

Strategize Section

Vision Statements
An excellent mini course from Hubspot on writing mission and vision statements. You can find it here: https://offers.hubspot.com/define-mission-and-vision-statements

An excellent exercise that can help you define your corporate vision was created by Cameron Herald called the Vivid Vision Exercise. http://www.cameronherold.com/wp-content/uploads/2016/11/Chapter-1-Vivid-Visions-2.pdf

Mission and Purpose
If you're a research geek (like me) you can check out a variety of scholarly articles on the topic of Purpose. Here are a few links to the research reports cited in the Mission / Purpose section.

- Michael Steger's The Meaning in Life Questionnaire: Assessing the Presence of and Search for Meaning in Life, Journal of Counseling Psychology 2006 by the American Psychological Association 2006, Vol. 53, No. 1, 80 –93 http://www.michaelfsteger.com/wp-content/uploads/2012/08/Steger-Frazier-Oishi-Kaler-JCP-2006.pdf
- Martin Parquart's Creating and maintaining purpose in life in old age: A meta-analysis Ageing International, March 2002, Volume 27, Issue 2, pp 90–114 https://link.springer.com/article/10.1007/s12126-002-1004-2
- Gary Reker's Meaning and purpose in life and well-being: a life-span perspective. Jan;42(1):44-9 https://www.ncbi.nlm.nih.gov/pubmed/3794195

continue...

Strengths
Book referenced: StrengthsFinder 2.0 the book: https://www.gallupstrengthscenter.com/product/en-us/10385/strengthsfinder-2-0-hardcover?category=books
The top 5 strengths assessment: https://www.gallupstrengthscenter.com/product/en-us/10108/top-5-cliftonstrengths-access?category=assessments

Career Shift
If you are struggling to identify your next career move, I highly recommend Pam Slim's book, Body of Work. Here's an exercise to help you gain some clarity.

Identify your body of work
Think through your work history, timeline and the sequence of events that led you from one job to another. What were the threads that tied your various work modes and opportunities together? How did you move from one professional opportunity to another and what were the factors that led to your transitions? Were you agile and innovative?

- Step 1: Write down each job you've held and the reasons you transitioned in a linear (either horizontal or vertical) format.

- Step 2: Take a look at your resume and identify what you liked, disliked, and the lessons learned from each of your previous jobs. List each job separately with the responses correlating to each.

- Step 3: Identify the common themes in each of the areas you outlined in exercise 2 - likes, dislikes, and lessons learned.

Optimize Section

Target Audience - One of the hardest things to do when identifying your Target Audience is to narrow it down. Here's a great blog post from Marketing Guru Seth Godin - http://bit.ly/SethTargetAudience

More on Marketing - Interview with Seth Godin on the topic of Marketing and his latest book This Is Marketing, on the Marie Forleo Show http://bit.ly/SethMarie

Utilize Section

Your Marketing Why
Start with Why - Simon Sinek's full TEDx talk http://bit.ly/SimonSinekWhy

Goals
Here's an article that shares more about the importance of creating systems and processes to help you meet your goals by author and entrepreneur James Clear, https://jamesclear.com/goals-systems whose focus is on habit creation and high performance.

Tip: Regarding reaching your goals pick a small task that you can do daily, consistently, and start doing it today to help you work towards your bigger goals little by little. A process or framework will help you reach them. And, remember to set your goal high enough to stretch yourself. If you find you have achieved your goals too easily, set the bar higher next time.

Branded Bios
Here are a few examples of branded bios
Matt Wanderer - https://mattwanderer.com/meet-matt/
Kristin Halpin Perry - https://verazconsulting.com/about/
Lucia Nazzaro - http://www.lucianazzaro.com/about.html
Eleni Gage - https://elenigage.com/about/

Desire Mapping Planners and workbooks can be found here: http://www.daniellelaporte.com/planners-2019/

Identity Profile Brand Books
Here's a link to a few designed identity profiles we've created for some of our amazing clients.
Lucia Nazzaro - http://bit.ly/LuciaNazzaro
Matt Wanderer - http://bit.ly/biDMattWanderer
Kristin Halpin Perry - http://bit.ly/KristinHalpinPerry

Leverage Section

Press Release - Write your own press release. Review these tips from the Pros at PR Newswire in this article "Tips From PR Pros for Writing Great Press Releases" http://bit.ly/PressReleaseResource

Need Help Creating Your Brand or Website?

We would love to work with you on bringing your personal or business brand to life. If you've purchased this workbook please reach out to info@thebrandiD.com and tell us what you're looking for. Mention the SOULiD workbook and receive a special discount on brandiD services.

Visit thebrandiD.com/soulidworkbook to tap into more resources from worksheets, to books to continuing education programs and small business resources.

Congratulations!

Bringing it All Together

One of the things I find most challenging is implementing what I've learned—and doing the work of the books I read, classes I take, and exercises I do. I truly have the best intentions going into any kind of self improvement or personal development project. I want to be better in so many ways. I want to know how to master my passions and pursuits. I want to be a better parent, spouse, leader, owner, home chef, and many other things—yet it's so hard to follow through and create new habits, or take a different approach to something I've been doing a certain way for a long time.

In a few days or weeks I often forget what I've just invested time and money into learning. I attribute this problem to three reasons, which affect many of us:

1. We are constantly moving, doing, fulfilling tasks, and putting out fires. The speed we are all moving at requires boundless energy and sometimes 25 hours in a day. We don't take time to pause, think, and pivot.
2. There is a vast amount of new information that comes into our purview each and every day. An article in *Fast Company* titled "Why It's So Hard To Pay Attention, Explained By Science" reports, "in 2011, Americans took in five times as much information every day as they did in 1986—the **equivalent of 174 newspapers**. During our leisure time, not counting work, each of us processes **34 gigabytes, or 100,000 words**, every day." Intake and outake can't keep up.
3. We have a finite amount of willpower and decision-making capacity. Each day, our decision making and willpower well gets depleted and then is replenished. Each and every tiny decision we make from what clothing to wear, what to eat, where to park, when to call someone, etc...subtracts from that well. So when it comes time to take an action that is different than one we have taken in the past, we are often depleted and resort to the path of least resistance.

My hope for you is that you take the most pertinent information from this guide, along with all the work you've done to identify your SOULiD, and apply it to your daily life. Whether you're building a business, shifting your career, deciding where to go to college, or parenting young children at home and making plans for your future "next", I want you to use the self awareness you've gained to help you make decisions that are aligned with who you are and who you want to become.

Regardless of the stage of life you're in, we all have a fixed amount of time on this planet to make the impact we want to make, to achieve the dreams we want to achieve and to accomplish the goals we want to accomplish.

This book is one step in your journey of leading your life with intention vs. reaction. Think about how many days begin with a particular plan—yet something gets in the way of that which causes you to react and before you know it, you're brushing your teeth and getting ready to go to sleep for the night, never actually doing what you intended. This happens to me all too often.

Here are a few things that I've started doing to continue to live ON PURPOSE and put new lessons I've learned, consumed, or witnessed into action:

1. Write down 3 to 5 actions learned from a course or a book and put them some place you can see them each day as a reminder to do them and as a visual cue to start programming your brain.
2. Do the things that matter and require effort as early in the day as possible, before your decision-making well is depleted.
3. Be super mindful about the things that are a part of your day—no pollution. Pollution comes in many forms: verbal; visual; auditory. Think of the couple fighting next to you at a restaurant, or the upset customer at a store, the cluttered room in your house, a noisy background, a nagging family member. All these things sap your energy little by little…often not consciously. Be mindful of minimizing all types of pollution in your day to day.
4. Write your weekly goals or tasks. Try and stay realistic about how much you can accomplish, and only write down as many as seem truly doable. Keep them visible and make them actionable.

Print the iDentity Profile you created and keep it someplace handy. Whenever you are faced with a decision that will add something to your life, take 60 seconds and review it. Ask yourself: Does this contribute to my mission; my vision; my legacy? Is this aligned with my core values? Whatever you decide to do, make it a conscious choice to say yes or to say no.

I am grateful for your choice to purchase ***this*** guide, to use it on your road to self-discovery and to help you live your life intentionally. A life lived on purpose leads to a feeling of fulfillment. May you be empowered to make the choices that lead to the road you wish to travel in your life.

Wishing you heartfelt prosperity, happiness, and abundant blessings on your journey.

Rachel

About the Author



After spending her childhood trying to fit in as the only person in the class whose parents had accents, Rachel Gogos realized that what makes us unique is also what makes us invaluable. That's the underlying belief behind brandiD, a soulful personal branding and web development agency this daughter of Greek immigrants founded in 2007–a month after her second daughter was born.

Rachel has worked with hundreds of entrepreneurs and small businesses to build their online platforms and share their talents on a global scale. She also launched a few businesses of her own, co-founding pioneering Internet incubator Silicon Fish in the late 90s—before Google was even a commercial entity—and founding MyPath101.com, which helps students identify their career path.

A writer at heart, Rachel worked at *The Wall Street Journal* as one of the founding editors of dowjones.com, and is a contributing author to *Personal Branding For Dummies* (Wiley), the #1 top-selling personal branding book on Amazon.com.

When she isn't immersing herself in all things personal-brand related, Rachel can be found near Pittsburgh, Pennsylvania, honing her negotiating skills with her two young girls, Zoe and Alexa, or making her famous tiropita, much to the joy of her husband, Dino.

Need Help Creating Your Brand or Website?
We would love to work with you on bringing your personal or business brand to life. If you've purchased this workbook please reach out to info@thebrandiD.com and tell us what you're looking for. Mention the SOULiD workbook and receive a special discount on brandiD services.

Learn more about Rachel, brandiD and her work at www.thebrandiD.com.

"There are a lot of branding experts out there, but when it comes to uncovering a brand that feels deeply authentic and real, Rachel's approach is unrivaled. This guide is a powerful tool that impacts everything I put out into the world because it's a constant reminder of everything I stand for, everything I believe in, and everything I want my audience to feel and think when they interact with my business."
– Brian Lofrumento, Host of the Wantrepreneur to Entrepreneur Podcast

"The SOULiD framework is a powerful approach to speaking succinctly about what you do and who you serve, and when used effectively, it is the secret behind attracting valuable attention to your organization. My personal brand and the awareness of my organization has been significantly increased with Rachel's help."
– Qaadirah Abdur-Rahim, CEO, Future Foundation

"If you've ever been confused by all the advice out there on how to establish your own brand or are unclear as to how to connect your brand to your website, then thank goodness that you've come across Rachel Gogos. I've never seen such a clean, clear, and practical DIY guide."
– Susie deVille, Founder/CEO, Innovation & Creativity Institute

"Rachel knows that customers connect with brands on an emotional level. She helps you connect with the people you most want to serve consistently and confidently. Open the book. Do the work. Connect and serve."
– Rob Hatch, President, Owner Media Group, Inc.

About the Book:

Whether you're an entrepreneur starting a business, an author, coach, small-or medium-sized business owner looking to build your brand, or an innovator with a DIY spirit, "Build Your Personal Brand" will walk you through unearthing your essential self, connecting it to work you're proud of, and letting the world know who you are and what you have to offer.

Working through this personal branding framework will expand your self awareness, help boost your confidence, and increase your clarity in communicating what you do, who you do it for, and why your ideal customers need to work with or buy from you.

This book shows you how to shift how you present yourself online, and amplify your voice in a way that creates a thoughtful, honest connection with the people you should reach. After you've completed the process, you'll have transformed both your work and your viewpoint, and strengthened your relationship with the one thing your brand has that no other does: You.

Visit: www.thebrandiD.com