



## Module 2 Lesson 2

### Refining & Evolving Your Brand

Use this guide to help you process this lesson and create a deeper understanding of your ever evolving personal brand.

*“Instead of working so hard to prove the skeptics wrong, it makes a lot more sense to delight the true believers. They deserve it, after all, and they’re the ones that are going to spread the word for you.”* Seth Godin

1. Your personal brand is \_\_\_\_\_ what people can expect from you.
2. When people think of you, what do you hope they would say about your reputation? What do you want people to know you are for?
3. Matching your \_\_\_\_\_ of who you are with the public’s \_\_\_\_\_ of who you are.
4. It’s what you deliver to the \_\_\_\_\_ that becomes your \_\_\_\_\_ identity.
5. Open up your Instagram, Twitter, Facebook, wherever you’re spending the most amount of time, and look at what you’re putting out to the world. Are you putting out what you want to be recognized for? If not, why?
6. What changes or subtle tweaks might you need to make in your social media presence to better align the world’s perception of you and what you stand for?



7. What is unique to your approach, style, and/or brand? Remember this doesn't mean you're the ONLY one doing what you're doing. Rather, try to identify what differentiates you from the majority of people in your field? What part of you, your business or values carries great personal significance, but may not be obvious at first glance. For example: Rachel Ray is a celebrity chef, but she prides herself on being self-taught. What makes YOU or your Business Brand unique?

8. As you reflect on the people and brands who "do what you do", what is it you do differently? What sets you or your personal business apart?

9. If you were to give prospective customers one reason why they should want to do business with you over the competition, what would you say?

10. Every industry has a reputation. What negative connotations or misconceptions come to mind when people think of the type of business, service, or product you offer?

11. How might your approach, style, product, offer, and personality be different than what people have come to expect from others who do what you do?

12. How is your quality different from your competitor? Remember there's room for both Walmart and Sak's Fifth Avenue. How is your quality of service and/or quality of product different than your competitor?



13. How is your pricing different? Explain:

14. How will your unique approach, style, experience, and values benefit that person who decides to work with you over your competitor?

15. The people who are looking for \_\_\_\_\_ will be happy you found me!

**Extra Notes & Things to Remember:**