



My Personal Brand



My Personal Brand Manual

HOW TO USE THE BRAND MANUAL

Your Personal Brand is an expression of everything you do. This is how you thoughtfully and consciously differentiate yourself.

Use it in every manifestation of your brand. When you write your blog posts, give a speech, are part of a summit, or change your website, check the manual first. Give it to your team, your photographer, designer, make sure that every time you show up somewhere it is aligned with your Personal Brand.

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MY DAILY SELF-LOVE EXERCISE

EVERYTHING I DO IS MOTIVATED BY

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MY SOUL CLIENT IS

WHAT SHE/HE NEEDS FROM ME IS

THIS IS WHAT ONLY I CAN GIVE TO MY SOUL CLIENT

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MY 5 MOST IMPORTANT VALUES

- 1.
- 2.
- 3.
- 4.
- 5.

MY ZONE OF GENIUS

1. THIS IS IN MY ZONE OF GENIUS

2. THIS IS WHAT I FEEL WHEN I'M IN MY ZONE OF GENIUS

3. THIS IS HOW MY SOUL CLIENTS BENEFIT FROM MY ZONE OF GENIUS

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THESE ARE THE 5 MAIN THINGS THAT MAKE ME DIFFERENT

- 1.
- 2.
- 3.
- 4.
- 5.

THIS IS HOW I MAKE MY CLIENTS FEEL

THIS IS IN MY ZONE OF GENIUS

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MY QUEEN BRAND PERSONA PORTRAIT

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MY QUEEN BRAND PERSONA

1. THIS MAKES MY QUEEN SPECIAL

2. DISTINCTIVE FEATURES OF MY QUEEN BRAND PERSONA

3. DISTINCTIVE COLOURS AND SHAPES OF MY QUEEN BRAND PERSONA

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MY HEROES JOURNEY STORY

1. WHERE IT STARTED

2. YOUR DEFINING MOMENT

3. WHAT YOU DID NEXT

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MY HEROES JOURNEY STORY

4. THE RESULT OF YOUR HEROES JOURNEY / HOW YOU HELP YOUR CLIENTS

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VISUAL IDENTITY

PIN BOARD

A. THE OPPOSITE ARCHETYPES

- 1.
- 2.

B. STRIKING COLOURS / PATTERNS / VISUALS

WEBSITE INSPIRATION

A. WEBSITES I LOOKED AT

B. IMPORTANT WORDS FOR MY BRAND

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ALL BRAND ELEMENTS I FEEL ALIGNED WITH