



HARMONIZING YOUR PERSONAL AND BIZ BRANDS

TODAY'S OUTCOMES

- ▶ Who are you?
- ▶ What are your Core Values?
- ▶ What's your Mission?
- ▶ What's your Freak Factor?
- ▶ What are your top 3 Personal and Business Goals?
- ▶ What's your Unique Value Proposition?





**WHAT DO
YOU DO?**

← who am I?

1



EXERCISE #1
WHO ARE YOU?

“Finding your voice is the most important activity you can take to build your business’s brand”



“When you’re a one person show your business brand *is* your personal brand.”



What are you good at?

What need can you serve?

What do you love doing?

What is life asking of you?

Rachel Gogos

Making the web more personal™



Hello! Wondering what I'll be writing about here? A variety of topics from blogging to cooking, from building an online ID to being an entrepreneur, from parenting to personal branding. I love hearing from readers so comment when you can and visit thebrandiD.com if you would like to work together.



"WE MUST ACTIVELY SEARCH FOR OUR VOICE, AND CLEAR A PATH FOR IT TO EMERGE. IT IS UNCOVERED, NOT MANUFACTURED. WE MAY NOT EVEN LIKE WHAT WE DISCOVER AT FIRST, BUT BY EMBRACING IT WE WILL POSITION OURSELVES TO OCCUPY THE UNIQUE SPACE FOR WHICH WE'RE WIRED."

– Todd Henry, *Accidental Creative*

1 DEEP DIVE INTO YOURSELF

2 360 ASSESSMENT

3 SET GOALS

4 TAP INTO YOUR INNER VOICE

5 (CREATE AN ACTION PLAN

6 TAKE ACTION!



SHOP WOMEN'S

- Clothing
- Shoes
- Sandals
- Sneakers & Athletic Shoes
- Dresses

SHOP MEN'S

- Clothing
- Shoes
- Sneakers & Athletic Shoes
- Sandals
- Jeans

SHOP KIDS'

- Girls' Clothing
- Boys' Clothing
- Girls' Shoes
- Boys' Shoes

SHOP GIFT CARDS



SLIP-ON
SNEAKERS

Easy to wear...easy to love!

SHOP NOW »



CONVERSE



SHOP NOW »

ENTER FOR
A CHANCE TO
WIN
A FREE PAIR OF SHOES



"JUST FIGURE OUT WHAT YOUR
PERSONAL VALUES ARE THEN
JUST MAKE THOSE THE
CORPORATE VALUES."

- Tony Hsieh, CEO Zappos

ZAPPOS' CORE VALUES

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





Openness, Customer Service, Risk, Passion, Innovation, Competitive, High Quality

"WE'VE GOT A GREAT GROUP OF LEADERS WHO RUN EACH VIRGIN COMPANY BY HOLDING TRUE TO THE VIRGIN SET OF BRAND PROMISES. THEY TAKE TREMENDOUS PRIDE IN WHAT THE BRAND STANDS FOR; WE ARE CUSTOMER CHAMPIONS AND OUR COMPANIES DELIVER VALUE FOR MONEY AND BRILLIANT CUSTOMER SERVICE WITH A GENEROUS HELPING OF FUN, SURPRISE, AND INNOVATION."

-Richard Branson

Jonathan Fields'
Personal Core Values

1 SERVICE

2 CREATOR/CREATIVE

3 SPONTANEITY

4 GRATITUDE

5 CURIOSITY

6 MINDFULNESS

7 KINDNESS

Good Life Project's
Corporate Values

MAKE
MEANING STUFF TIME
waves SPACE ART
LOVE
YOU me LIFE we IMPERFECTION
sweet REFLECTION FIERCELY
GIVE
HOPE HUGS PRESENCE
help TRUTH thanks TIME



EXERCISE #2
WHAT ARE YOUR CORE VALUES?



What is *your* Mission?



MISSION STATEMENTS

To bring inspiration and innovation to every athlete in the world (Nike)

To make cool stuff (computer engineer)

I bring order from chaos
(quality control manager)

To live a life of service to others
(human resources manager)

I educate and empower others to use
their gifts in the world. (career counselor)

(CRAFTING YOUR MISSION STATEMENT

1. Think of nouns that describe you. Examples are teacher, learner, strategist, farmer—any word that may apply to you.

2. Add verbs that describe what you would like to do in the world. For example, maybe you like to educate, inspire, sell, or run.

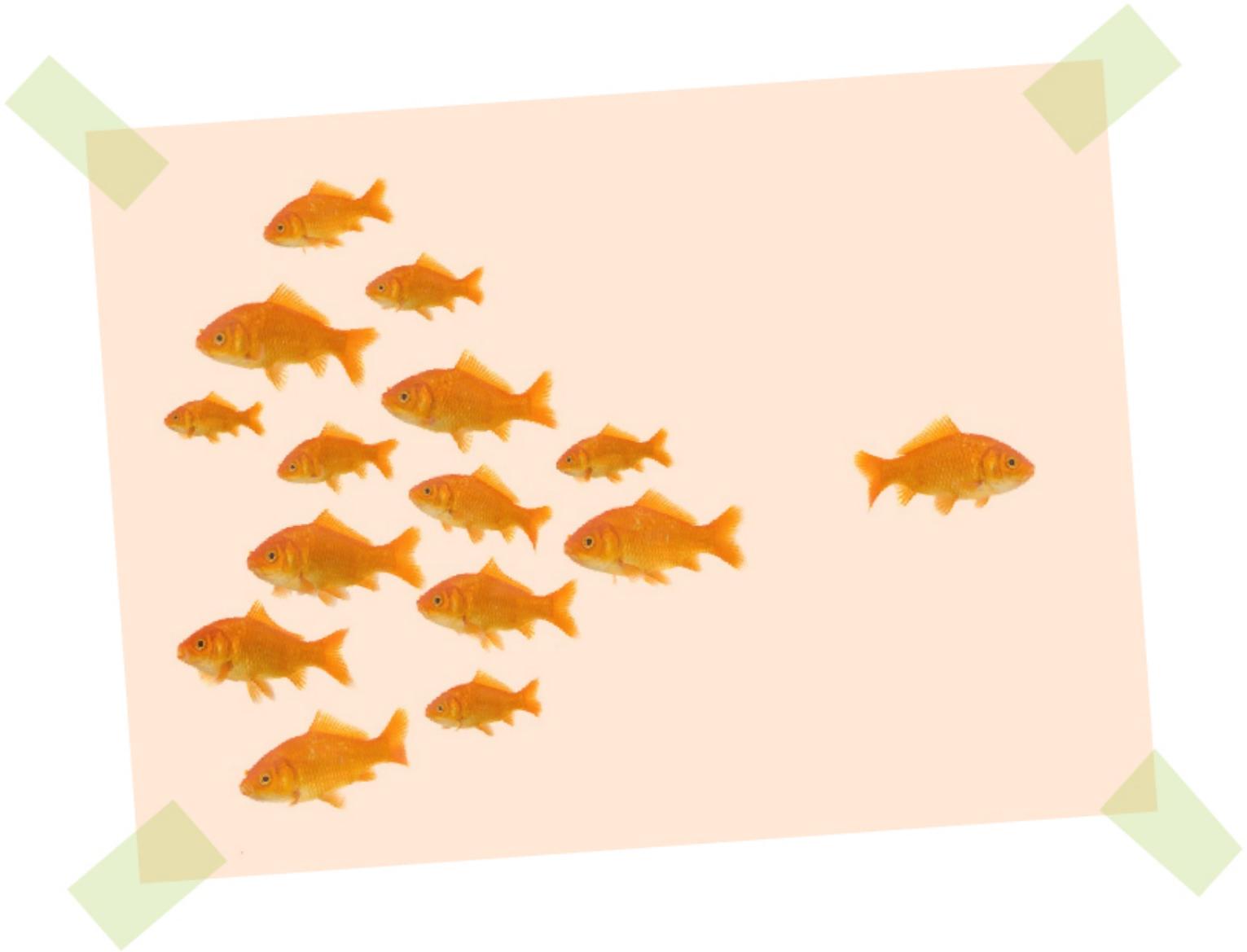
3. Add your picture of what a perfect world would look like. Examples: “I picture a world in which all people are able to use their talents in meaningful work” or “I hope for a world in which no one is hungry” or “A place where everyone has enough money.”



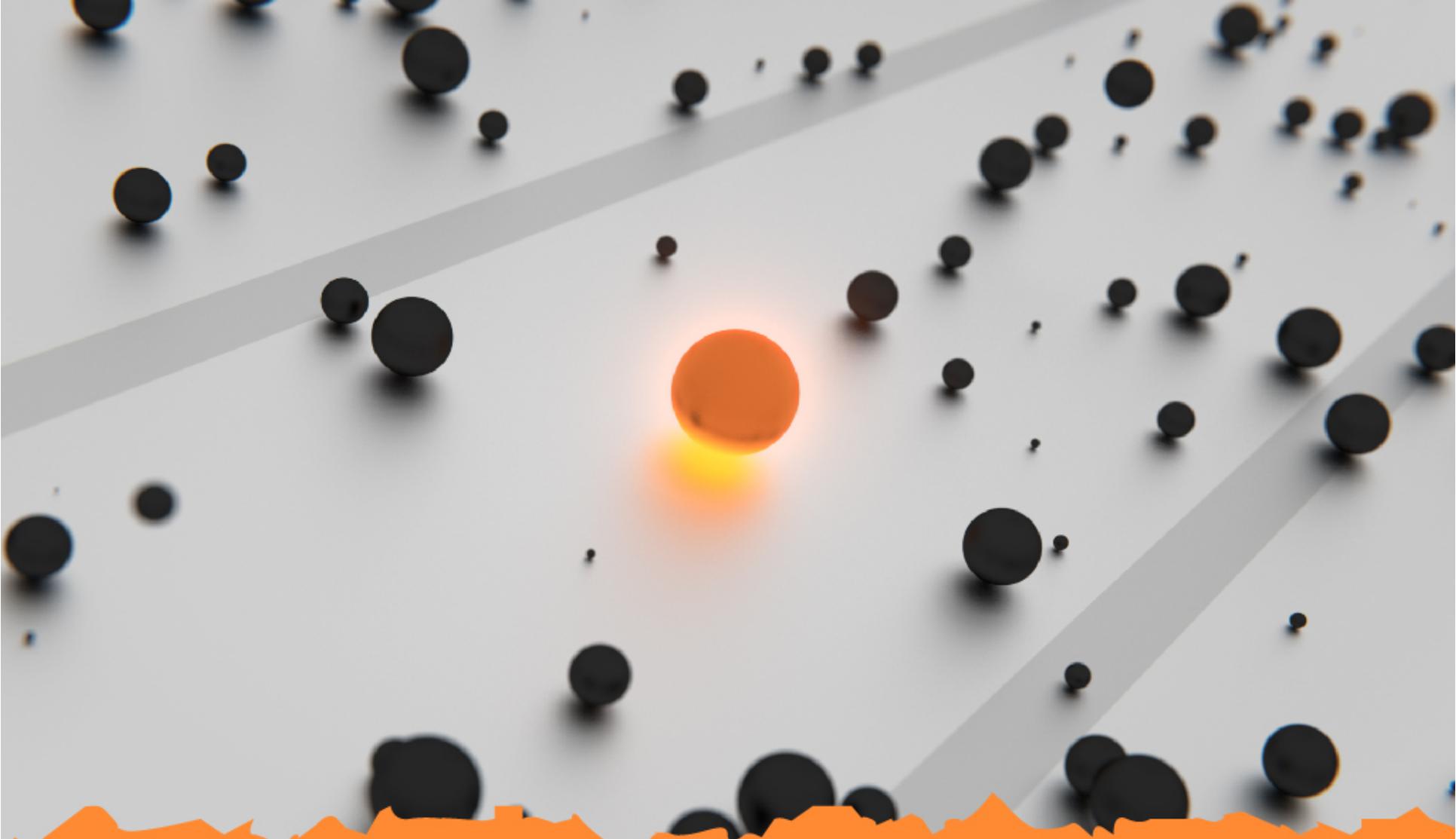


EXERCISE #3

WHAT IS YOUR MISSION?



What makes you unique?



EXERCISE #4

WHAT'S YOUR FREAK FACTOR? WHAT MAKES YOU UNIQUE?

SMART Goals

S Specific

M Measurable

A Achievable

R Realistic

T Timely



EXERCISE #5

IDENTIFY YOUR GOALS. WHAT ARE YOUR TOP 3
IN BUSINESS AND IN YOUR PERSONAL LIFE?



UVP

UNIQUE
VALUE
PROPOSITION

1 EXPLAINS WHAT BENEFITS YOU PROVIDE

2 WHO YOU PROVIDE IT TOO; AND

3 HOW YOU DO IT UNIQUELY WELL.



Benefits I provide: Discovering, developing,
and marketing your authentic soul online

Who I provide them to: high school and
college students + entrepreneurs

How I do it uniquely well: through self-
empowerment and guided personal
branding

"HELPING PEOPLE DISCOVER, DEVELOP, AND
MARKET THEIR AUTHENTIC SELVES ONLINE,
EMPOWERING THEM TO THRIVE IN SCHOOL,
WORK, AND LIFE."

EXERCISE #6

WHAT'S YOUR UNIQUE VALUE PROPOSITION OR UVP?

- ▶ Explain what benefits you provide
- ▶ who you provide it too; and
- ▶ how you do it uniquely well



SAY THINGS
DIFFERENTLY
THAN OTHERS





RELY ON YOUR OWN
STORIES AND
EXPERIENCE TO
SHARE THROUGH
YOUR WORK

WHY ARE
YOU DOING
WHAT
YOU'RE
DOING?





WRITE DOWN
TIMES IN LIFE
WHEN YOU ARE
INSPIRED

TAKE THE TIME
TO FORM YOUR
OWN OPINIONS
ABOUT YOUR
INDUSTRY





"IT TAKES 20 YEARS TO
BUILD A REPUTATION
AND FIVE MINUTES TO
RVIN IT. IF YOU THINK
ABOUT THAT, YOU'LL DO
THINGS DIFFERENTLY."

- Warren Buffet



STEP 6: TAKE ACTION



**IS YOUR PERSONAL BRANDING
REFLECTED IN YOUR BIZ?**



QUESTIONS?

RESOURCES

Assessments

Strengths Finder 2.0

Websites

Scott Dinsmore's — LiveYourLegend.net

MyPath101.com

Jonathan Field's — GoodLifeProject.com

MarieForleo.com

ThisEpicLife.com

ChrisBrogan.com

Books

Susan Chritton's — *Personal Branding for Dummies*

Gay Hendricks — *The Big Leap*

Gay Hendricks — *A Year of Living Consciously*

Pam Slim's new book pre order for December 31 launch — *Body of Work*







STEP 1: DEEP DIVE INTO YOURSELF



1

RESPONSES TO YOUR GOALS

2

DESCRIBE HOW YOUR PERSONAL BRAND IS REFLECTED THROUGH YOUR BUSINESS BRAND

3

WRITE YOUR UVP STATEMENT

4

ADD VOICE AND COMMUNICATE YOUR BRAND

TODAY'S OUTCOMES

- Who are you?
- Core values?
- What's your Mission?
- What's your Freak Factor?
- What are your top 3 Personal and Business Goals?
- What's your Unique Value Proposition?

FREE VERSION: www.360reach.me

CERTIFIED
360° **R**eacHTM
PERSONAL BRAND SURVEY

STEP 2: 360 PB ASSESSMENT



STEP 3: GOALS



STEP 4: DEVELOP AND RELY
ON YOUR INTUITION



THE WALL STREET JOURNAL.





A photograph of a man in a dark suit, white shirt, and teal tie, holding a small white card. The card has the text "What's Your Personal Brand?" written on it. The photo is tilted and has four green corner tabs. The entire image is framed by an orange scalloped border.

What's Your Personal Brand?

The logo for brand iD, with 'brand' in a lowercase sans-serif font and 'iD' in a bold, lowercase sans-serif font where the 'i' is smaller and positioned to the left of the 'D'.

brand iD

MAKING THE WEB MORE PERSONAL

[ABOUT](#) [SERVICES](#) [OUR WORK](#) [BLOG](#) [CONTACT](#)

A stylized globe graphic composed of white hand-drawn lines on a green background. The globe is partially obscured by two orange horizontal bars.

**YOUR BUSINESS HAS A
SECRET WEAPON: YOU**

Now it's time to let
the world know

What makes you one-of-a-kind is also what makes your business irreplaceable. brandiD is a soulful digital marketing firm that helps business owners identify their strengths and spread their message through personal branding, custom-designed websites, and the smart use of social media. We merge traditional marketing strategy with the latest technology to make the web more personal-and take your business from unknown to known.

[LEARN MORE](#)



ACTIVITY TIME!





EXERCISES



The image features a central composition of overlapping sticky notes. The topmost note is light green and prominently displays the text "WHO ARE YOU?" in a large, bold, black, sans-serif font. Below it, several other sticky notes in shades of yellow and orange are visible, though their text is obscured. The entire stack is placed on a rectangular piece of brown, textured paper that has four light green corner tabs. The background is white, framed by a decorative green border with a scalloped edge at the top and bottom.

**WHO
ARE
YOU?**

WHAT ARE
YOUR CORE
VALUES?

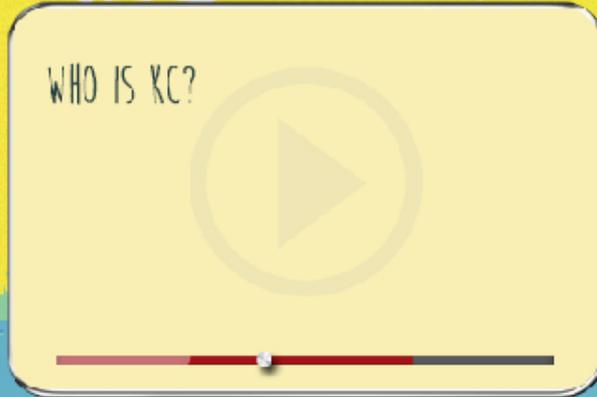


ZAPPOS' CORE VALUES

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

Crafting your Mission Statement

1. Think of nouns that describe you. Examples are teacher, learner, strategist, farmer—any word that may apply to you.
2. Add verbs that describe what you would like to do in the world. For example, maybe you like to educate, inspire, sell, or run.
3. Add your picture of what a perfect world would look like. Examples: “I picture a world in which all people are able to use their talents in meaningful work” or “I hope for a world in which no one is hungry” or “A place where everyone has enough money.”
4. Combine these three elements to create your mission statement.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique, ipsum quis consequat sagittis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique, ipsum quis consequat sagittis, velit turpis tempor turpis, sed mollis est purus nec quam. Pellentesque eu tortor luctus nisi gravida consectetur

Grab your Free workbook
of alignment exercises

SUBSCRIBE

LATEST BLOG POSTS

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique, ipsum quis consequat sagittis, velit turpis tempor turpis, sed mollis est purus nec quam. Pellentesque eu tortor luctus nisi gravida consectetur in vel nisi

BY KC

15 COMMENTS | KC

BY KC

TESTIMONIALS



LOREM IPSUM DOLOR SIT AMET, consectetur adipiscing elit. Duis tristique, ipsum quis consequat sagittis, velit turpis tempor turpis,

Jonathan Fields

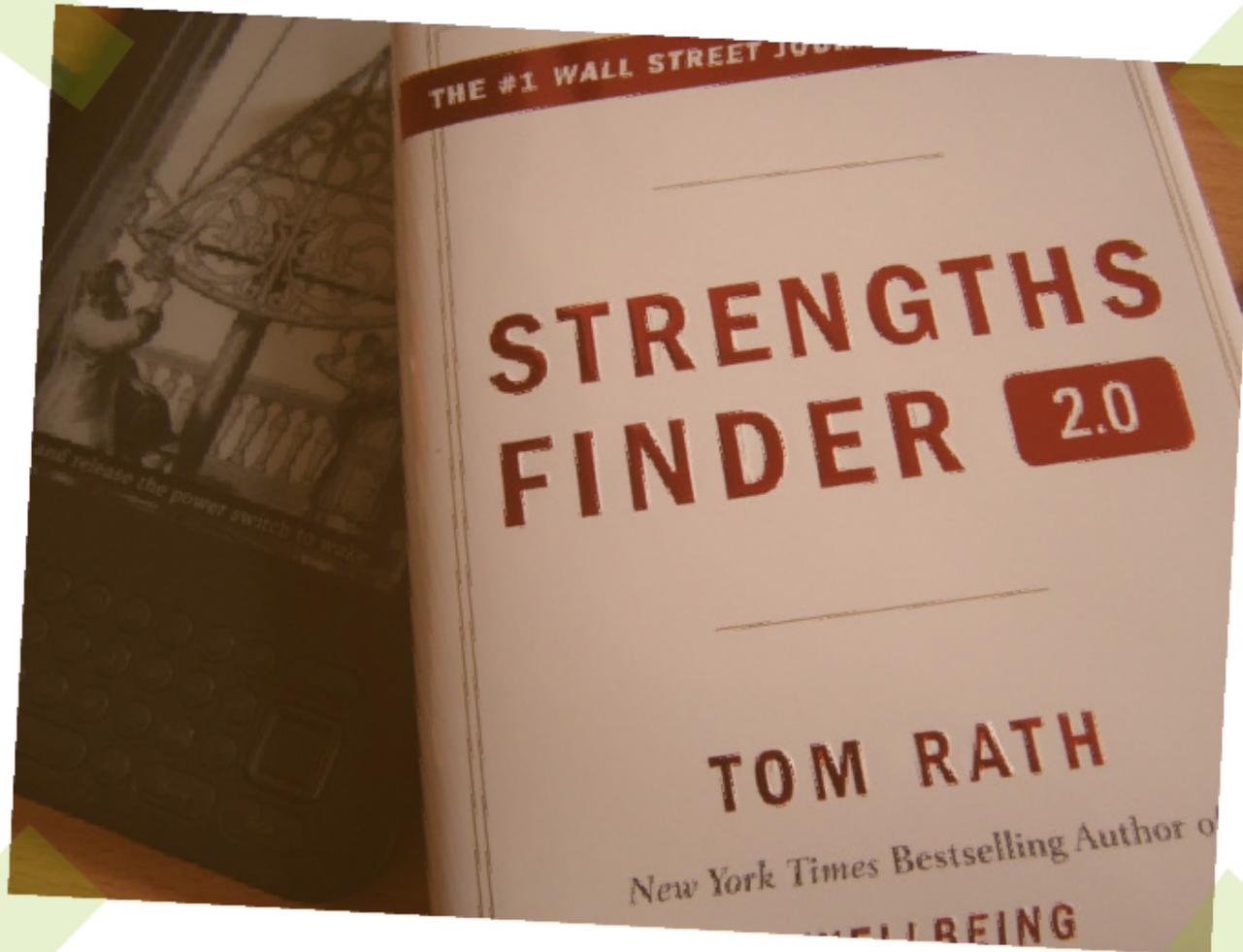


LOREM IPSUM DOLOR SIT AMET, consectetur adipiscing elit. Duis tristique, ipsum quis consequat





Have you thought about what your passions are?



Have you taken the Strengths Finder test?



Motivated skills



Legacy



Success



What do people think about you?

360° **R**e a c h™



1.212.537.9120 support@reachce.com

[Home](#) [About](#) [Get Started](#) [FAQ](#) [Support](#) [Contact](#) [Register](#)

[Login](#)

Welcome!

360Reach is the first and leading web-based personal brand survey that gets you the critical feedback you need so you can expand your career or business success. It's an integral part of the personal branding process and an indispensable tool for thriving in today's professional environment.

[Get started here!](#)

"This tool is by far the most powerful one in any personal branding strategists tool box. Time and time again the results revealed to each client either validate how they perceive themselves or provide a completely unique perspective - either way the results are critical in forming the foundation of that person's brand."

—
Rachel Gogos
Founder and President
<http://www.thebrandid.com>

This site is for the public version of 360Reach. More information about the Enterprise version for companies and organizations is available [here](#).



FREE VERSION: www.360reach.me



STEP 1: VALVES EXERCISE



WHO IS KC?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique, ipsum quis consequat sagittis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique ipsum quis consequat sagittis, velit turpis tempor turpis, sed mollis est purus nec quam. Pellentesque eu tortor luctus nisi gravida consectetur

Grab your Free workbook of alignment exercises

SUBSCRIBE



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique, ipsum quis consequat sagittis.

