PILLAR 2 - Target Market & Personal Branding Strategy

Get clear on who you are going to be to the marketplace, what you stand for, who you serve, and what your audience wants.

Who are you?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

What do you stand for?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Who do you serve?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

What are their biggest problems & challenges?
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
Who do you want to speak to?

What do you like to talk about?

What is your PASSION?

What are some of your VALUES? What is important to YOU?