

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?
