



LIVING THE

CANADIAN DREAM

The Ultimate Personal Branding Guide

A Step-By-Step Guide To Defining Your Personal Brand

Who Are you? (Professional vs Personal identity)

What are your passions?

What three words BEST describes you and your personal brand? (EX: I am a lifestyle blogger, digital marketer & vlogger)

What is your "Why" & primary motivator?

What is your industry?

What is your niche? (Specifically defined industry & audience)

What is your expertise & experience? (what makes you an EXPERT?)

Who is your audience? (customer base or social media followers)

What have been your notable failures over the years?

How did you overcome your failures?



What have been your most memorable achievements? (Awards, certifications or moments in life)

What are your personal & professional goals? (Separate your goals in the following increments to start: 1 day, 1 week, 1 month & 1 year)

What is your value proposition? (What value does your brand provide others? Ex: You help people get a job in programming.)

What is your personal mission statement? (Define your purpose & main goal in 1-2 sentences)

What differentiates you from other people in your industry?

Enjoy The Guide?

I would love to here from you!

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