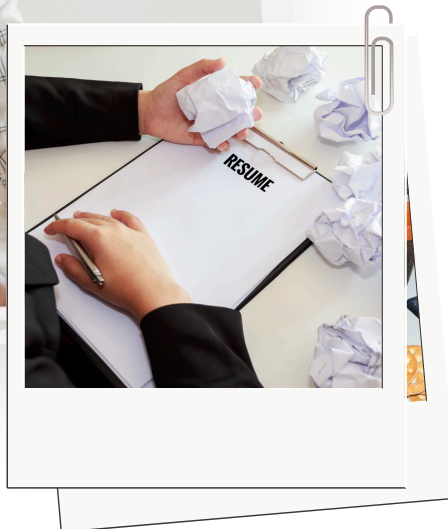


The Marketing of Me



Shift your mindset from “job seeker” or “business owner” to personal brand marketer.



Who do you know that has successfully marketed themselves and stood out? What did they do differently?



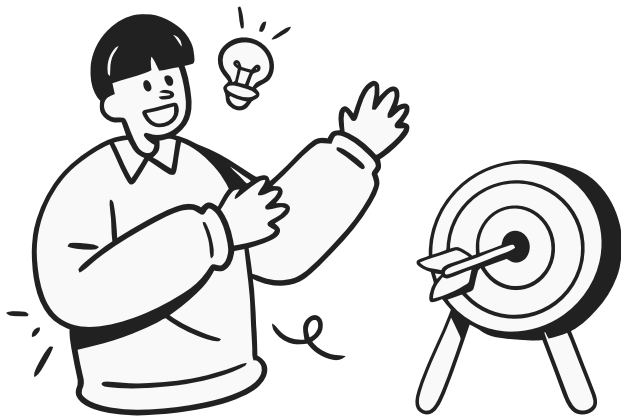
Find a statement that you have made about yourself or your business and try rewriting your approach in a way that positions you as the solution to a problem instead of just selling yourself.

Example:

✗ "I have 10 years of experience in marketing and social media."

✓ "I help brands increase engagement by 50% through data-driven social media strategies."

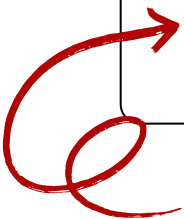
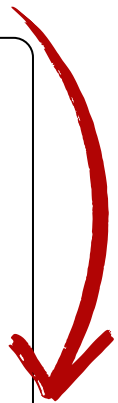
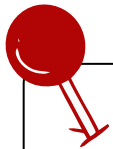




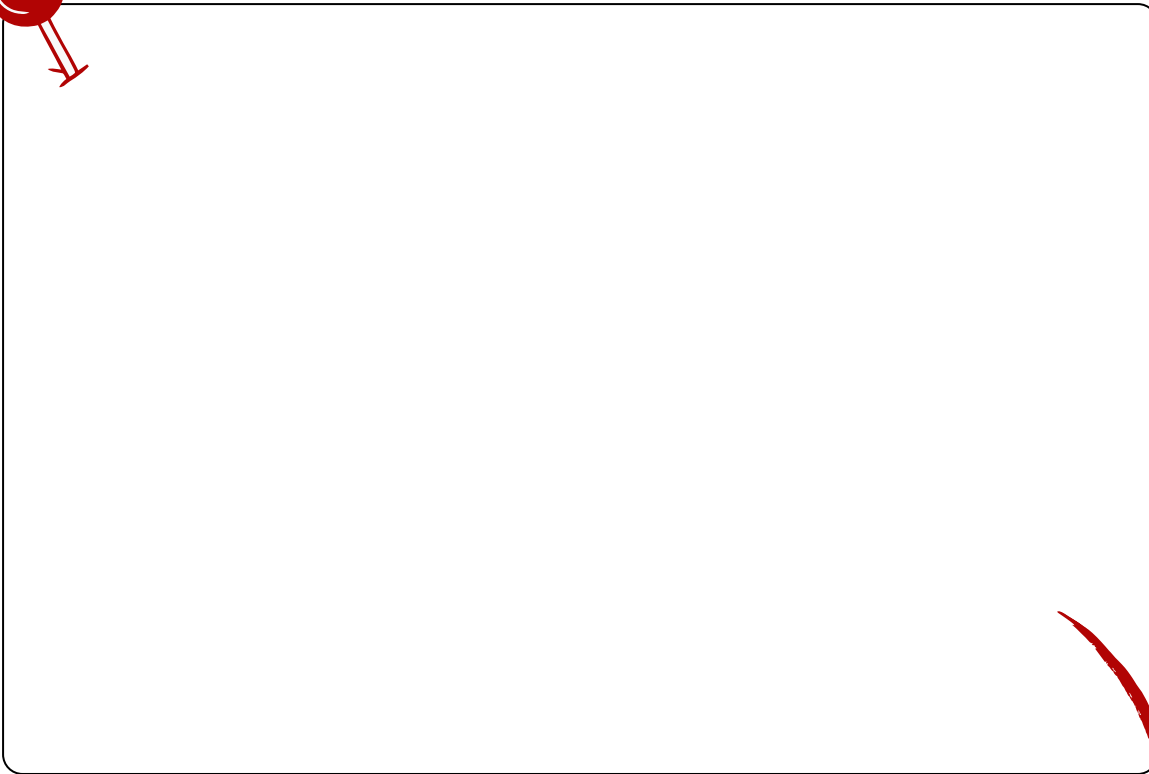

Identifying Your Ideal Audience

List 3–5 characteristics of your ideal audience. If you're unsure, think about:

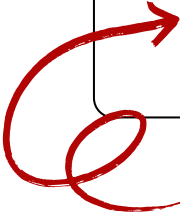
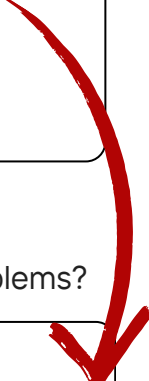


- The people or persons you have enjoyed helping or working with the most.
- Is your ideal audience you a few years ago?



List 3 problems your ideal audience faces:



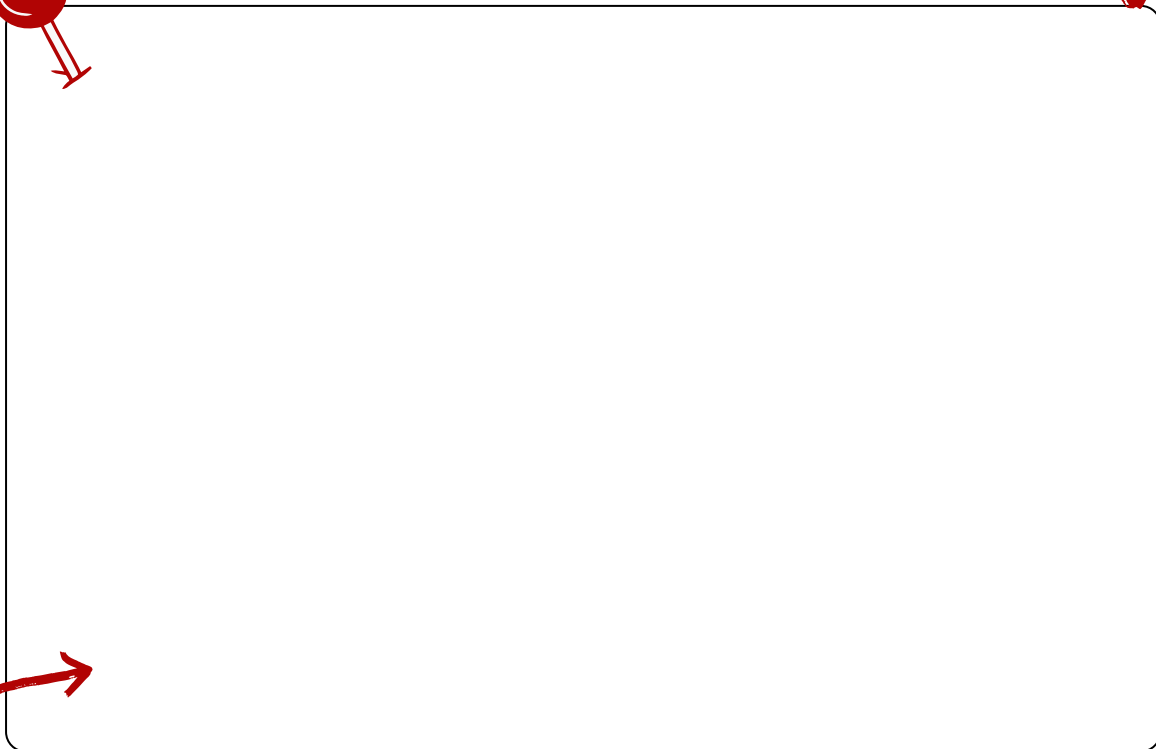
How do your skills, experience, and strengths help solve those problems?



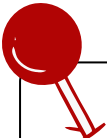
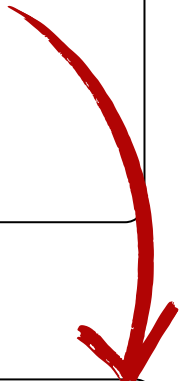

What makes you different from others in your field?
Think about your skills, your approach, and the results you've delivered.



What results have you delivered in past jobs or businesses?



What do people consistently compliment you on?



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What's one thing you do differently from others?

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My Unique Strengths:

01

02

03



Skills I can stack together to stand out even more:

01

02

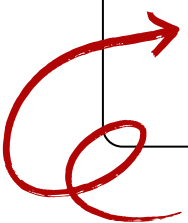
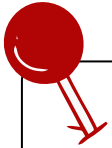
03



Developing Your Personal Brand

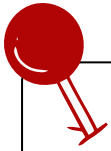
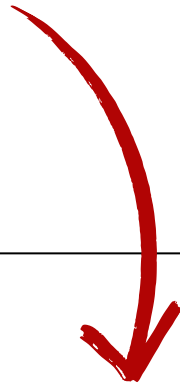
Define Your "Why":

- Why do you do what you do?
- What drives you?
- What problem are you passionate about solving?



Identify Your Turning Point:

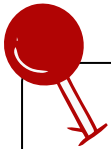
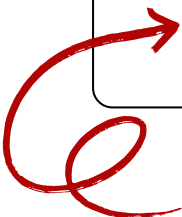
- Think about a defining moment or experience that shaped your career/business journey.
- Was there a major challenge you overcame? Did you have an "aha" moment?

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What is your transformation/impact?

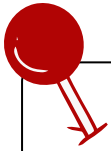
How your experience has helped others:

- Success stories
- Real-world impact

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What's your future vision and mission?

- Where are you headed?
- What's your purpose?
- Your brand story should show growth and helping others.

A large, empty rectangular box with rounded corners, intended for writing a future vision and mission statement. A red arrow points from the top-right corner of this box down towards the illustration of the person with the calendar.

Pull It All Together



1 Introduction: Who are you and what do you do?

EXAMPLE: *"I'm Emily Carter, a personal branding and marketing coach who helps entrepreneurs and professionals position themselves as the go-to expert in their industry. I specialize in crafting compelling brand stories and marketing strategies that attract the right opportunities—whether that's landing dream clients, securing a promotion, or growing a business. My passion is helping people clarify their message, showcase their unique value, and build a brand that opens doors."*

2 Your "Why": The driving force behind your work.

EXAMPLE: *"For years, I watched incredibly talented people struggle to get the recognition they deserved—not because they weren't skilled, but because they didn't know how to communicate their value. I believe that success isn't just about what you do, but how you position yourself. I'm on a mission to help people take control of their narrative and confidently market themselves in a way that creates real opportunities."*

3 Turning Point: The experience that changed everything.

EXAMPLE: *"Early in my career, I worked in corporate marketing, helping businesses refine their messaging to attract more customers. One day, a colleague came to me for advice—she was frustrated because she kept getting overlooked for promotions. I helped her reposition her LinkedIn profile, refine her elevator pitch, and showcase her accomplishments more effectively. Within months, she landed a leadership role. That was my 'aha' moment—I realized that the same marketing principles I used for businesses could be applied to individuals. From that day on, I knew my true calling was helping people market themselves like a brand."*

Pull It All Together (CONT.)

4 Your Unique Strengths: What sets you apart.

EXAMPLE: "My ability to bridge branding and personal development makes me different. I don't just help people market themselves—I help them uncover their strengths, refine their message, and build confidence in their value. I combine storytelling, strategic positioning, and mindset coaching to create a holistic approach that helps my clients not only stand out but also own their worth."

5 Impact & Results: How your approach has made a difference.

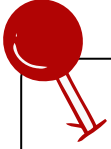
EXAMPLE: "I've helped job seekers land roles at top companies by repositioning their personal brands. One client went from zero callbacks to five job offers simply by clarifying her message. Another entrepreneur, struggling to attract clients, refined his niche and brand story—within three months, he doubled his revenue. My greatest fulfillment comes from seeing people step into their full potential and finally get the opportunities they deserve."

6 Future Vision & Mission: What you're working toward.

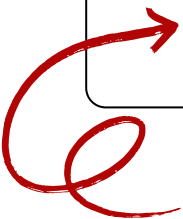
EXAMPLE: "I believe that everyone has a unique value to offer, and I'm on a mission to help professionals and entrepreneurs confidently market themselves so they can land the opportunities they deserve. In the future, I plan to expand my work through books, courses, and workshops that empower more people to take control of their personal brand and create a career or business that aligns with their strengths and passions."



Your Personal Brand Story



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Notes:

