

## Know Yourself to Develop Your Brand

- 1. What drives you?** Is there an emotion, need, desire, or past event that motivates you to take action? How can you infuse some of that energy into your brand?
- 2. What are you passionate about?** What gets you excited, angry, or motivated to take action? How can you let your passion come through in your brand?
- 3. What are your strengths?** Everyone has specific skills or personality traits that they are especially good at. What are yours? How can your strengths help support your brand?
- 4. What are your weaknesses?** Weaknesses are nothing to be ashamed of. It just means you're not as strong in those areas. In fact, acknowledging your weaknesses instead of hiding them makes your brand more human.
- 5. What is your personality type?** Are you a "type-a" personality? A "pleaser?" Maybe you're an extroverted sanguine or an ambitious choleric. Getting to know your own personality traits is the first step to infusing your brand with your personality.
- 6. What is your story?** Everyone has a story. Yours might be a "rags to riches" story or maybe an inspirational "beating the odds" story. What elements of your story can you bring to your brand to make it more interesting?
- 7. What is your background?** Where did you come from? What are your training, your education, and your experience in your niche? Did you change careers when you got started in your current niche, or did you grow up doing what you do now? Where does your background fit within your brand?
- 8. What are you most talented at?** What is the one thing you do better than anyone else you know? Is it part of what you're doing now? If not, why not? Can you integrate your special talent into your brand?
- 9. What do you have the most experience doing?** Sometimes what we're talented at and what we have the most experience doing for a career are two different things. Does your experience match up with your talents? Where does your career experience fit in your overall brand?
- 10. Why did you choose your career / niche / topic / market?** Why did you start doing what you do now? Was it by choice, or were you forced into it? Are you passionate enough about it to build a brand around it?
- 11. What do you plan to offer?** What products / services do you plan to promote? Are you going to be providing information as a resource only? If you are going to sell something, what will be your flagship product? How does that decision affect your branding?

**12. What makes you unique?** Are you a punk rocker who munches apples and writes about stories? Maybe you're a reclusive hermit who writes about social media. What elements of your personality, experience, skills and niche can you blend together to put a fresh spin on your topic? How can you build a brand around that uniqueness?

**13. What hobbies or interests do you have?** What interests and activities do you enjoy outside of your niche? How can you integrate elements of those interests into your brand to help make it unique? Can you become the "skateboarding CEO" or the "mountain-climbing granny" to infuse some personality into your brand?

**14. What are your core beliefs?** Remaining true to your core values is an important part of making your brand authentic. How can your brand reflect what you believe and live by?

**15. What makes you uncomfortable?** Are you afraid of public speaking? Does confrontation make you squirm? Knowing what makes you uncomfortable will help you prepare your brand for dealing with those situations when they arise.

**16. If money were no object, and you could do anything you wanted for "work," would you still do what you're doing now?** This is more of a "gut check" question. Before you spend the time and money building a brand around what you're doing, are you sure you want to continue in that niche?

**17. What are your favorite colors?** Colors convey specific messages and affect response rates, so choosing the right colors for your brand is important. How do your favorite colors compare with the colors preferred by your audience?

**18. Is there a specific design style that you really like?** Do you prefer modern, futuristic, minimalist, or some other design style? How does the style you prefer compare to the style preferred by your audience?

**19. What emotion(s) do people associate with you?** Do the people around you describe you as happy, impatient, angry, or some other emotional trait? Does that emotion come through in your brand?

**20. What brands / designs from other companies make you jealous?** Don't try to copy the look or style of someone else's brand. However, looking at other brands may help spark some ideas for your own.

**21. How do you describe what you do?** If you had only one sentence to describe what you do, what would you say? Are you using the same words your audience uses to describe what you do?

**22. What are your goals?** It's important to plan for the future when creating your brand so it will stand the test of time. What are your plans for the future, and how does your brand fit into that picture?

**23. What is your message?** When your audience sees your brand, what is the primary message you want the brand to convey? Is there a specific emotion you want them to feel when they see it?

**24. What are you really selling?** Someone once said "people don't buy drill bits, they buy holes." What is your audience really buying from you, and how can you reinforce that with your brand?

**25. What is your level of commitment?** This is another "gut check" question. Building, implementing, and maintaining a brand requires commitment. How committed are you to the brand you're building? Will you still feel confident you made the right decisions about your brand five years from now?