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BRAND status

PERSONAL BRAND WORKBOOK

FOR THE GO-GETTERS WHO WANT TO BUILD A SUCCESSFULLY DOPE PERSONAL BRAND AND TAKE THEIR BUSINESSES TO NEW HEIGHTS

NITA:J

from the '*editor*'

If you are reading this, it means that you are realizing the importance of having a solid personal brand and you're taking the necessary steps to make things happen.

Your personal brand is the foundation of any business that you could start. I always say..

Brand Before Business!

Your personal brand is all about YOU - your story, your personality, how you interact with others, and how you want others to see you.

Being very clear and intentional about building your personal brand is important because it helps to build awareness and trust with your audience.

I created this workbook to help you to have clear picture of what you want your personal brand to look like. Even if you've already started building a brand, used this workbook as a guide to make sure that you are on the right track.

So you don't have to print this whole workbook, set your printer to only print pages 3-9.

If you need any help at all, I'M HERE! Reach out to me at hello@iamnitaj.com.

Marnita "Nita J" Wiggins
Your Personal Brand Coach
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What is Your Current or Future Business?

If a stranger were to walk up to you right now and asked what you did, what would you say? Write out your brief 'commercial'.

What Is It That You Are Passionate About?

What gets you excited and keeps you motivated in your business? What are your interests and what tasks do you enjoy?

What Do You Want Others To Know About You?

This is the most important part about building your personal brand. What is your story? Write out what you want your audience to know about you.

How Do You Want Your Audience To View You?

Personally and professionally, how would you want others to see you? What kind of business owner would you like to be?

Who Do You Think Your Audience Is?

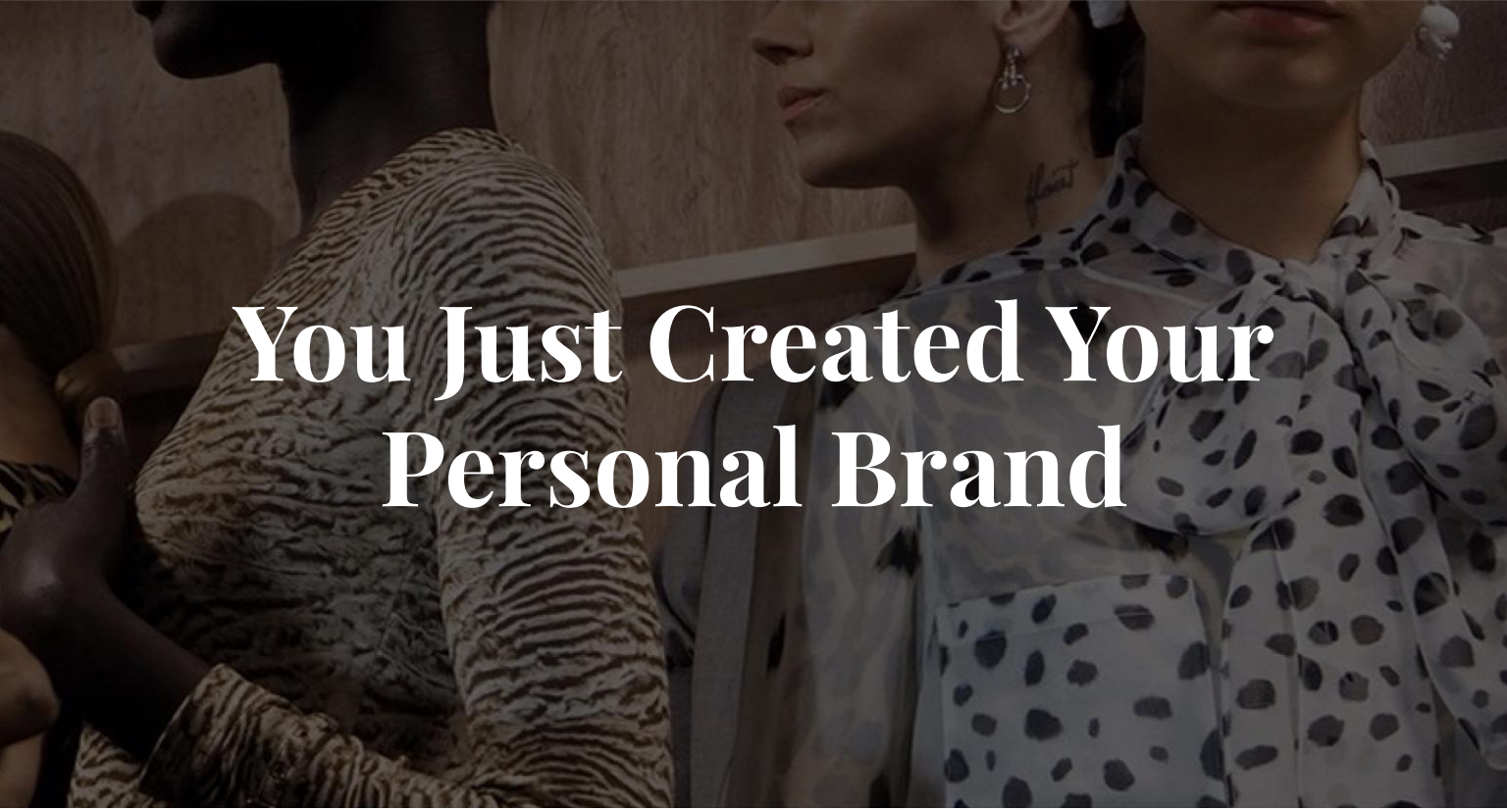
Describe who you feel your ideal customer or client would be. Who would best benefit from your product or service?

What Sets You Apart in Your Industry?

You have to be able to stand out in order to make a great impact. What are some things that make you special that your audience could connect with?

What Do You Hope to Accomplish?

What are some of your short and long term goals? Write them out and be specific with what you want!



You Just Created Your Personal Brand

Now that you have thoroughly defined your personal brand, it should be a little easier to connect with your audience and share your message.

Having a handle on your personal brand also helps you when it comes to marketing your business. Sometimes, marketing can become extremely frustrating when you don't have the basic foundation of your business in place. Remember:

Brand Before Business!

I truly hope that this workbook has helped you to get clear and intentional about building your brand and growing your successful business. Again, I'm here if you need additional assistance!

Click here to work with me 1-on-1!

NITA·J

Marnita "Nita J" Wiggins

Your Personal Brand Coach

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Being authentically you is one of the best things that you can do in your business.

Marnita “Nita J” Wiggins