



Your Unique Personal Brand DNA Tool

Armed with the answers from Your Ideal Client Tool, you can build Your Unique Personal Brand DNA to create your image as a Trusted Solution Provider in the minds of your Ideal Client.

So, what's in your unique Personal Brand DNA? Write in the spaces below each Personal Brand element. Do not be shy, this is your space to brag, in a non-braggadocious way 😊

1. Purpose

(why I exist and how it's linked to me being your Trusted Solution Provider)

2. Non-Negotiable Values

(my non-negotiable top 5 values in order of priority – removing these compromises who I am)

3. Vision

(what it will look like when I have successfully accomplished what I set out to do)

4. Knowledge

(what I know and how it could benefit you)

5. Skills

(what I can do exceptionally well compared to others and how it could benefit you)

6. Experience

(what aspects of my experiences are relevant and how they could benefit you)

7. Approach

(what distinguishes the way I think, act and or do things)

8. Attitude

(attitudes I possess that are rare/ strong/ helpful to you)

9. Accomplishments

(what accomplishments of mine help me serve you best)

10. Story

(tell your story and how it make you credible and relatable (elicit an emotional connection in them)?)

Complete this Personal Branding Statement

“I want [Ideal Client] to view/esteem/perceive/consider me as [Trusted Solution Provider] that helps them [Solution] because unlike other [Your Role/Title as a Trusted Solution Provider], I [Unique Personal Brand DNA].”