

Branding Yourself

Use Your Natural Strengths to Achieve Success

“All too often our natural strengths go untapped. We devote more time focusing on our shortcomings than leading with our strengths.”

Step 1 – Identify your personal brand -The goal here is to identify and list your top 5 strengths (for example: outgoing, creative, organized, a natural leader, a great listener, detail oriented, persuasive, loyal, reliable, a great presenter, determined, caring):

Strength #1: _____

Strength #2: _____

Strength #3: _____

Strength #4: _____

Strength #5: _____

If you are having difficulty identifying your strengths, ask yourself the following questions:

How would people describe you? _____

What comes naturally to you? _____

What are you passionate about? _____

Step 2—How will each of your natural strengths listed above benefit PRODUCT USERS?

Example Strength: Creative

Example Benefit: Able to find solutions to difficult health problems

Strength #1: _____ Benefit: _____

Strength #2: _____ Benefit: _____

Strength #3: _____ Benefit: _____

Strength #4: _____ Benefit: _____

Strength #5: _____ Benefit: _____

