

**Personal Brand Template**

<ul style="list-style-type: none"> <li>▪ What is your <b>passion and purpose</b>? What do you do that is very natural for you? What do you love to do so much you lose track of time when you are doing it? What have you accomplished in life that you feel great about?</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>
<ul style="list-style-type: none"> <li>▪ What are your <b>values</b>? What do you stand for? (i.e. honesty, integrity, teamwork, drive, agility, vitality, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>
<ul style="list-style-type: none"> <li>▪ What are your short term and long term goals?</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>
<ul style="list-style-type: none"> <li>▪ How do you want to be perceived? (i.e. linear, focused, collaborative, connected, expert, ethical, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>
<ul style="list-style-type: none"> <li>▪ What are your core strengths?</li> <li>▪ What are your weaknesses? (not to beat yourself up but to understand them so you don't try to pursue something where one of your weaknesses is mandatory)</li> </ul>	<ul style="list-style-type: none"> <li>▪</li> </ul>

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<ul style="list-style-type: none"> <li>How do other people describe you?</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Who is your target audience? Who do you want to work with or for?</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>Who is your competition?</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li>What makes you the ideal choice for your target audience rather than your competition, i.e. what makes you different?</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li><b>Personal brand statement:</b> I am a marketing coach and trusted marketing advisor for small business owners who need expert guidance while maintaining a modest budget. I help them take control of their marketing by learning, incorporating and executing effective strategies to achieve better results.</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>

## About Debra

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Debra Murphy, president of Masterful Marketing, is a marketing coach and trusted marketing advisor for small business owners who need expert guidance while maintaining a modest budget. She helps them take control of their marketing by learning, incorporating and executing effective strategies to achieve better results.

Although experienced across all traditional marketing channels, Debra specializes in inbound marketing, a combination of search, social media and content marketing, to help small businesses effectively utilize this new media to gain visibility and generate inbound leads. She enjoys sharing knowledge, inspiring success and motivating business owners both individually, in groups and by speaking at events.

Find out more about Debra at her website: [Masterful Marketing](#). She provides small business marketing information on her [Masterful Marketing blog](#) and her [Facebook Page](#).

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