

# Master the Brand Called

The proven leadership personal branding system  
to help you earn more, do more, and be more at work



## YOUR Leadership Personal Brand Positioning Statement

My Audience consists of:

*Demographics (Provable social characteristics of this person, such as age, sex, income, education, etc.):*

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*Psychographics (More psychologically-oriented personality traits of this person, including attitudes, mindset, etc.):*

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*Key Behaviors (Observable manners of behaving or acting):*

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## My Audience's Needs are:

*Functional:* \_\_\_\_\_

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*Emotional:* \_\_\_\_\_

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## Comparison

I want to be the brand of (*your Desired Identity—the way you would like to be perceived*): \_\_\_\_\_

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being compared with (*your complete Comparison List, including other options you might be compared with*):

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## Unique Strengths

My Existing Unique Strengths are: \_\_\_\_\_

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My Future Unique Strengths are: \_\_\_\_\_

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## Reasons Why

My Existing Reasons Why (*why my Audience should believe I can deliver my Unique Strengths*) are:

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My Future Reasons Why That I Want to Work on are:

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## Brand Character

*My Leadership Personal Brand Character (how I want my leadership personal Brand Character to be perceived, including my overriding attitude, temperament, and personality) is:*

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