
BUILDING BRAND[YOU]TM

Be relevant.
Or, be replaceable

Standout from the
rest of the crowd
by building the
right personal brand.

Be [You]



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*Your brand is a reflection of every
experience a person expects of you, and his or her
emotional reaction to that experience.*

You are Brand [You]

Building your personal brand is about living as the person that you want to be and expressing that [YOU] authentically, intentionally, consistently and confidently – through every way possible.

It isn't about living up to someone else's expectations of you or about setting safety nets for what you “might” want to have someday. It is about setting the direction in your own life so that you can confidently look at yourself in the mirror each morning, knowing people are seeing you for exactly who you choose to be.

[You]topia

Visualize your life in ten years.

Forget about what you know you can do and focus in on what inspires you.

What would you dare to do if you knew you could not fail?

Would you give up everything you own and dedicate your life to a greater good?

Describe what you see, hear, and feel in your [You]topia.

What type of house do you live in?

Do you have a huge yard full of kids? Or dogs? Or perfectly manicured topiary trees?

Who are the most important people there with you? What do you enjoy doing together?

How do you spend your time? Are you leading a business? Coming up with big ideas?

Are you helping small businesses? Or working for a large corporation?

What is your job title? Are you a C-suite executive (CEO, CFO, CMO)? Are you the owner of your own business?

Are you in flip-flops working on a laptop in your backyard? Or do you get up in the morning to put on your Gucci suit before your car service drives you downtown to your corner office on 5th Avenue?

Where do you spend your time when you aren't working? Are you surrounded by family? Saving an endangered species? Or seeking adventure around the next corner?

What does the word "family" mean to you? It could be as simple as a spouse, or perhaps "family" means having enough kids for a whole football team. You decide.



[You]r Priorities

List out your top 5 Priorities:

1. _____
2. _____
3. _____
4. _____
5. _____

How are you currently spending your day?

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Placing your #1 priority first, how would you be spending your day?

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Write down three changes you are going to make right now to start placing your true priorities first every day.

1. _____
2. _____
3. _____

Defining Core Values

Circle all of the values below that you would like to be known for:

Abundance	Determination	Growth	Practicality
Accessibility	Dignity	Happiness	Professionalism
Accuracy	Diligence	Hard Work	Reliability
Achievement	Discipline	Health	Religion
Adventure	Discretion	Helping	Resourcefulness
Altruism	Diversity	Honesty	Results
Ambition	Duty	Honor	Security
Assertiveness	Effectiveness	Humility	Self-Control
Balance	Efficiency	Independence	Selflessness
Beauty	Elegance	Ingenuity	Self-Reliance
Being the Best	Empathy	Inner Harmony	Sensitivity
Belonging	Energy	Inquisitiveness	Serenity
Benevolence	Enjoyment	Insightfulness	Service
Boldness	Entertainment	Intelligence	Simplicity
Carefulness	Enthusiasm	Intuition	Speed
Celebrity	Excellence	Justice	Spontaneity
Challenge	Excitement	Leadership	Stability
Cheerfulness	Expertise	Leaving a Mark	Strategic
Cleanliness	Exploration	Legacy	Strength
Commitment	Expressiveness	Love	Success
Community	Extravagance	Loyalty	Support
Compassion	Fairness	Mastery	Teamwork
Competitiveness	Faith	Modesty	Thankfulness
Conformity	Family	Motivation	Thoughtfulness
Consistency	Fidelity	Neatness	Timeliness
Contentment	Financial Security	Obedience	Tolerance
Control	Fitness	Openness	Tradition
Cooperation	Fluency	Originality	Trustworthiness
Courtesy	Focus	Passion	Truth
Creativity	Freedom	Patriotism	Understanding
Curiosity	Fun	Peace	Uniqueness
Decisiveness	Generosity	Perfection	Vision
Dependability	Grace	Positivity	Wealth

- Describe a time in your life when you were the happiest.
 - What were you doing?
 - Who was with you?
 - What was it about this moment that made you happy?
- Describe a point in time when you were proudest of your accomplishment.
 - What did you accomplish?
 - Why did this make you proud?
 - If others were present, why were they proud of you?
- Describe a time when you felt fulfilled and content with your life.
 - What were you doing?
 - How did this feel meaningful?

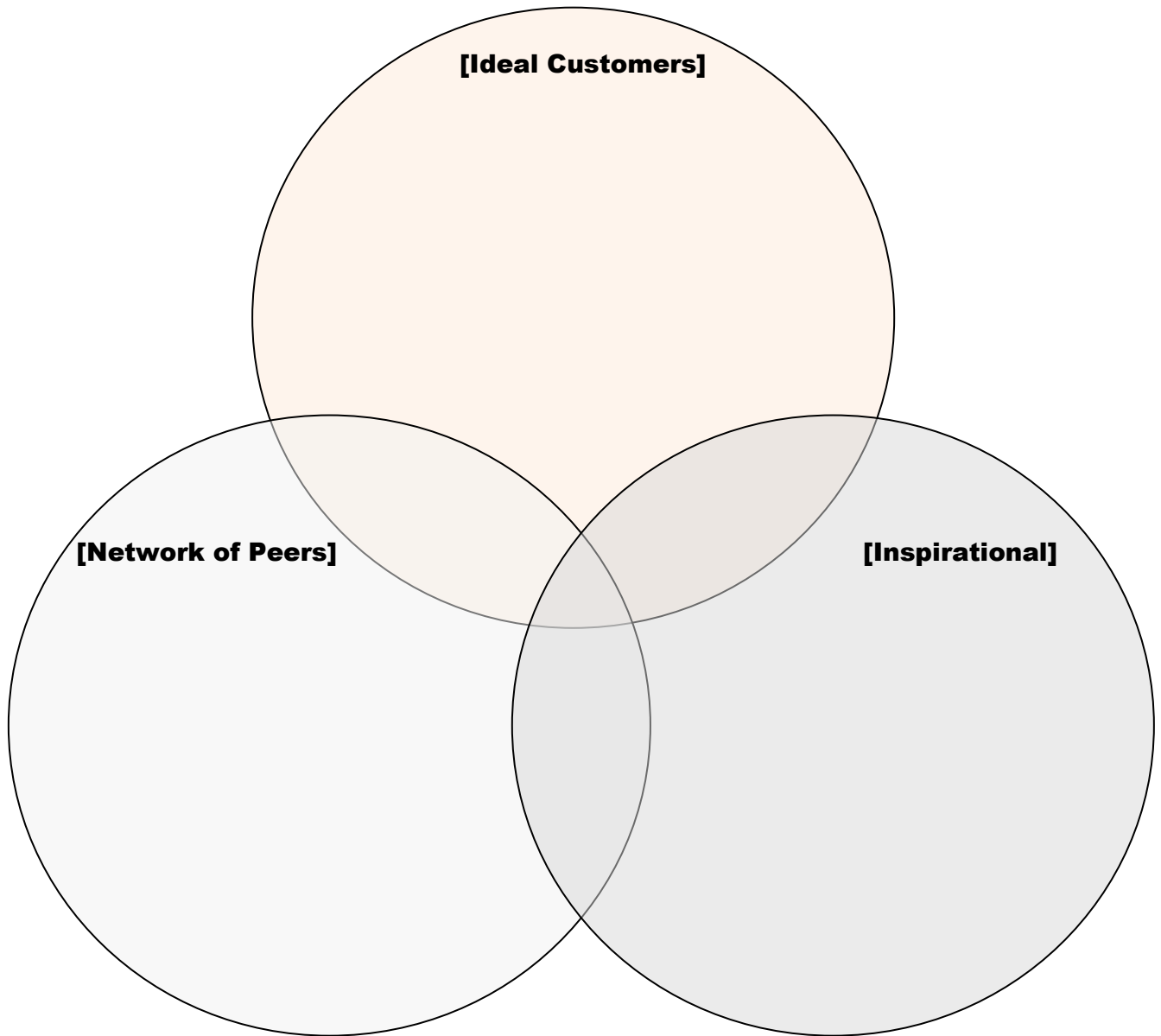
Write down your top 5 Core Values.

1. _____
2. _____
3. _____
4. _____
5. _____

Brand [You] Goals

Top 5 Career Goals	Top 5 Personal Goals
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

3 Core Audiences



Brand Message

- My name is <YOU> and my passion / vision in life is <insert summary of [You]topia>.
- In my position / business, our top priorities are... <insert priorities>
- As we serve our customers, we value... <insert values>

Long Version:

Short Version:

Get feedback and adjust:

Polish Your Appearance and Body Language

Bad habits	The message you are sending
Avoiding eye contact	You are disinterested
Slouching	You lack confidence or have poor self esteem
Folding your arms across your chest	You are closed off and disinterested in what the person is saying
Frequently looking down	You are uncomfortable or self-conscious
Angling your body away from others or angling your feet away from others	You are looking to get away from the person
Fidgeting or playing with your hair	You are uncomfortable or anxious
Glancing at the clock	You are disinterested in the conversation or arrogant
Frowning, scowling or scrunching your eyebrows	You are defensive or disagree with the conversation
Leaving your phone visible, texting or checking email during a conversation	You don't think that the person you are with is important

Follow up action steps:

1. Go through your closet. Anything that doesn't make you look and feel like the confident professional that you are, throw it away.
2. Make an appointment with a style consultant to pick out one signature look or outfit to enhance your brand.
3. Next time you are at a networking event, lunch or business meeting, focus on one person's body language. What is he or she telling you about their interest via their body language?
4. During your next meeting with one of your friends or colleagues, ask him or her if you have any bad body language habits that you need to correct. Then, fix it.

5 Key Messages

Crafting Key Messages

- 1) You are an influencer or [You]topia
- 2) Establish Credibility with your top five accomplishments
- 3) Relevance and "What is in it for me" (WiiFM) through your Benefits Statements
- 4) Your Brand Value
- 5) What action would you like people to take?

You are an influencer or [You]topia

[You]topia is a clear vision of your ideal future. Simply knowing where you want to be in your life allows you to take a first step in establishing your influence. People will either jump on board or get out of your way.

Write your [You]topia below:

Establish Credibility with your Top Five Accomplishments

Chances are, you've met that idealist who has plans to save the world, but can't seem to find his elbow to save his life. Unfortunately, these crack-pots mess it up for the rest of us with credible dreams and goals. Use your accomplishments to establish your credibility.

Write a summary statement of your top five accomplishments below:

Relevance and "What is in it for me" (WiiFM) through your Benefits Statements

The third key message you should prepare is crafted around the most important person in the world -- ME! Translate your goal and accomplishments into a message that helps others understand why it is important for "me" to know.

Write your summary benefits statement below:

Your Brand Value Statement

Often the “value” discussion for consultants centers around what is the right rate to charge clients. Value is rarely about money. Think about what value you bring to a relationship in terms of being a resource that saves time, money, and frustration.

Write your Brand Value Statement below:

What action would you like people to take?

This is perhaps the most often overlooked key message in professional development. What action would you like people to take when they meet you? Should they sign up for your blog or email? Should they hire you as a consultant? Perhaps they should pledge support to a cause you advocate?

Many professionals fail to close the deal because they fail to ask for the close. The time to direct someone to take action is precisely when you have that person’s attention.

Write your action step below:

Illustrate Your Key Messages

A good story is about more than just entertainment. A good story can help you communicate your key messages in a way that people are more likely to understand and remember because you are creating this space to connect on an emotional level and build a relationship.

In telling your story, what is your intention for the audience?

Select one of your key messages and write down the point of telling your story? What do you want your audience to learn?

What is your hook?

Describe the key elements of your story including setting the scene, the main characters, the quest, conflict and resolution.

Drive your key message home by asking, "Have you ever been in this situation?"

What action do you want your audience to take?

At the end of the day, your brand isn't what you say it is.

*Your brand is what people perceive -
based on how it makes them feel.*

*Develop a Brand [You] that leaves people
feeling confident, inspired and in charge.*

Be Passionate, Be [You]

~ Cyndee Woolley

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