YOUR BRAND YOUR PASSION
Your Brand, Your Passion

The Ultimate Workbook when Branding Your Uniqueness

With RUNA MAGNUSDOTTIR

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Co-Founder BRANDit
ACC Executive Coach ICF
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You are a BRAND

Big companies understand the importance of brands.

In the age of the individual, you have to show your uniqueness, the thing that differentiates you from your competition. You’ve got to be your own brand.
By branding your uniqueness you can move yourself ahead of the competition.

In today's competitive business environment, personal branding has never been more important.

The way we present ourselves, our experiences and our attitudes are integral to career success and give important messages to our current and future clients.

This mini-book is created for the ambitious, creative, fun and interesting people out there, who want to live their life to the fullest. People who want to find their uniqueness and purpose in life; create a successful mind-set to take them all the way.

If you do not consider yourself to be one of them at this moment... but would love to become one... you have my permission to be part of thousands of readers who are using this book as their own personal reminder to hold their own commitments to build and brand their uniqueness!

In short, this mini-book is for people who want to succeed by loving their work, and building their own brand with passion and purpose.

This is a book for you .. Write down your thoughts... feelings... speculations towards YOUR most valuable brand, and that’s YOU!

The more you scribble down... make notes... in other words use this book, the better. It’s supposed to be a bit worn-out! – Here’s to your success!
Build a Powerful Personal Brand with Passion & Purpose

- Your Uniqueness ........................................... Page 5
- You’re Passions & Purpose ....................... Page 10
- Your Unique Values ................................. Page 13
- Your Expertise ........................................... Page 15
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Your Uniqueness
"Be Yourself, Everyone Else is Already Taken".

~ Oscar Wilde
MY Uniqueness

Let’s begin by looking at you and your uniqueness! Yes, your uniqueness... you are unique! We all have strong-suits... abilities... strengths...qualities.

People connect with other people! People do business with companies they know, like and trust. They come to YOU because they know, like and trust YOU, so being clear on YOUR uniqueness will give you a head-start in a very competitive world.

TIPS! When looking at your uniqueness and your strengths, think about the things you often hear people say about you... things you don’t find a BIG DEAL at all, because they are simply so natural to you!

Five Words That Best Describe ME!

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MY TOP FIVE Strengths

What do people most often say about you and your strengths?

For most of us, we are simply not used to talking about our strengths. Somehow we are much more aware of our weaknesses!

When you look at your strengths, use the same method as when you looked at your uniqueness; i.e. Think about the things that you feel are your strengths.

If you still can’t see your strengths, write down your weaknesses and allow yourself to ponder and wonder how your weaknesses are indeed also your strengths!

I bet you’ve often talked about your weakness and said after a while... well on the other hand that’s my strength as well – It’s your choice if you want to look at it as a weakness or strength! Looking at it as your strength and focusing on the positive part of it will only give yourself a stronger self-image of who you really are!

EXAMPLES of TURN-AROUNDS!

As a little girl, I was time and again told I did things too quickly... didn’t think carefully before I acted. For decades I considered that to be my weakness till I discovered that being a quick thinker has given me the ability to act fast in the right moments, grab the moment to make quick and confident moves.

“Our strength grows out of our weaknesses” ~ Ralph Waldo Emerson
My TOP FIVE Weaknesses!

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My TOP FIVE Strengths!

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TURN THEM AROUND

…and create your TOP FIVE Strengths
Your BRAND, Your PASSION

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“I’m convinced that the only thing that kept me going was that I loved what I did. You’ve got to find what you love.”

~ Steve Jobs

Your Passionate Moment

Passion is the basis of success in any area of life. In business and work, knowing what you love and what gets you excited makes the difference between work you love and work you don’t.

Think about a day or the moment you’ve really felt GREAT at work.

Write out what you were doing, how you felt and what were the characteristics of a project, job or activity when you felt fully engaged, on fire and passionate about something.

When have you been “in the zone?” How did that feel? How did you interact with others? What was different about that experience?

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Do you love your work? What gives you passion?

In the NY Times bestseller book „The Passion Test, the effortless way to discover your destiny“, the authors, Janet & Chris Attwood, explain a real simply but yet profound way to discover your passion.

Learning the process of the full Passion Test is one of the best tools I can recommend to anybody. During the BRANDit program the participants go through the full process, leaving them with crystal clear visions on the TOP 5 Work Passions, and clear long term and short term visions and goals to build and brand their business with passion.

The Passion Test for Business is a process I highly recommend to all entrepreneurs. It simply gives you the clarity to build your business from your own uniqueness.

It’s a process one should take, every 3-4 months, to keep focus on the important stuff in your business i.e. your Passions!

Check out www.RunaMagnus.com/services for more information.

You will not be able to take the test in this e-book, but just to give you a little sample; here is a small assignment for you.

Write down what is important to you about work, all that you love about your job, what you are passionate about, and what ‘lights your fire.’ Think of all the things you’ve ever desired...Think of the ideal life... Remember in your ideal life, EVERYTHING is possible!
YOU’RE Values
MY Values

When goals, dreams and visions are in alignment with values, life is easier and more fulfilling. Your values tell you **WHO YOU ARE!**

They are not morals or “shoulds” or something you were told was right, but rather what guides you to be “true to yourself”. Take a look at your list of things that makes you passionate.

Ask yourself; *Why is this passion important to me? What is it about this passion that makes me tick?*

Write down YOUR answer and allow yourself to ponder.

**WHY are my 5 passions important to me?**

1) __________________________________________________
2) __________________________________________________
3) __________________________________________________
4) __________________________________________________
5) __________________________________________________

To discover the complexity of our values, it is productive to create “threads”. Example: integrity/truth/honesty/trust. After discovering 4 or 5 core values and their accompanying threads, prioritize them, and then evaluate them on a scale from 1 to 10: How are you living your values?

0= I'm not living my values at all
10= I'm living my values 100%

**On the scale 1-10: How am I living my values?**

1) __________________________________________________
2) __________________________________________________
3) __________________________________________________
4) __________________________________________________
5) __________________________________________________
YOU’RE EXPERTISE
Sometimes it takes an expert to point out the obvious.

~ Scott Allen
<table>
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<th>My Expertise</th>
<th>What topic do I love to talk about?</th>
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"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."

~ Maya Angelou

What feeling do I want to leave behind?

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Visions & SMART Goals

Your road map; showing you where you are going and what you want to achieve.

One of the most important things to create a successful brand is having clear visions and set goals to make them come true.

You could be a pro at setting goals, but not the master at achieving them. Well, you're not alone.

Breaking your goals down into a few key elements could be the difference between all talk and no action.

One way to remember these key elements is to think of your goals as SMART: Specific, Measurable, Attainable, Relevant, and Time-bound. Let's take a closer look at each part.

GOAL SETTING

Specific
You are much more likely to achieve a goal if you get specific

Measurable
Break your big goal down into small targets that you can track.

Attainable
You’ve got to make your goals a challenge and believe you can achieve them!

Relevant
Your goals must have a meaning to you, a purpose!

Time-Bound
A goal without a timeline is a dream
Decide What You Want

Financial Goals
-your income, savings & investments, debts, reduction, credit

Example:
a) By the end of the year I want to be earning €10,000 per month – net.
b) By April 1st I will have my paid my car-loan
c) From July 1st I will start to save €140 monthly into a special account.

MY GOALS:


Decide What You Want

Business Goals
-your job, promotion, self-employed, sales results

Examples:
a) I will have my own retail business up and running by March 15th
b) I will set up 1 lunch date each week to build my professional network
c) I will set up my very own MASTERMIND group of 4 before May 1st

MY GOALS:


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Decide What You Want

Family/ FREE time
- your vacation, days off, hobbies, special events

Examples:
  a) I will take 3 weeks holiday this year with my family
  b) By August 15th my golf handicap will be down to 15
  c) Register into French class 203

MY GOALS:


Decide What You Want

Health Goals
- your diet, weight, meditation

Examples:
  a) By March 1st I will meditate for 10 minutes each day
  b) By September 30st I will have lost 5 kg
  c) By February 1st I will eat 2 fruits a day

MY GOALS:


Decide What You Want

TOPIC:

MY GOALS:

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Communication Plan
My Communication Plan

HOW ARE YOU UNIQUE?

We are constantly vying for attention in a crowded marketplace. Publicity is one of the most effective - and inexpensive – ways to generate awareness about an organization. Plus editorial coverage is three times more credible than an advertisement and therefore, more effective than other forms of communication.

A Communications Plan serves as a road map for your outreach strategies. Just as you can take a turn when traveling, you can change the plan as you go if your goals change. But it is best to take some time to map out your strategy before you begin, and can save you time and money when implementing a plan.

Mary Schnack, PR & Communication Specialist at Mary Schnack and Associates, shares 44 successful PR stories in her book „PR WORKS“ Check it out http://www.MarySchnack.com/PRWorks

Your 5 questions to create a strategic communication plan

According to Mary Schnack & Associates:

- **WHO?**
  Who is your target audience?

- **WHAT?**
  What do you want your audience to hear?

- **WHERE?**
  Where will your message be best received? Which media?

- **WHEN?**
  When would be the best time to send out your message?

- **WHY?**
  Why does your targeted audience need to hear your message?
Your Elevator Pitch
My Elevator Pitch
What is an elevator pitch?

From Wikipedia

"An elevator pitch (or elevator statement) is a short summary used to quickly and simply define a product, service, or organization and its value proposition. The name "elevator pitch" reflects the idea that it should be possible to deliver the summary in the time span of an elevator ride, or approximately thirty seconds to two minutes."

Fact is: Whether you are trying to raise capital, promote your company, or promote yourself, it’s essential to have an elevator pitch.

You have less than a minute to explain yourself, your business, your goals, and your passions. Your audience knows none of these. Are you prepared? Can you present your vision smoothly, enticing them to want to know more?

Your elevator pitch is a bit like your business plan... always evolving... always needing an open eye for improvements.

At BRANDit we help established business owners to nurture their brand, re-invigorate their elevator pitch and bring more life into their introduction.

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"Elevator Pitches are designed to be hard-hitting, no fuss, no nonsense strategic personal sales documents."
FIVE POINTS when creating your catchy elevator pitch!

1. **WHO** - DESCRIBE WHO YOU ARE: Keep it short.
   HINT: What would you most want the listener to remember about you?
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________

2. **WHAT** - DESCRIBE WHAT YOU DO:
   Here is where you state your value phrased as key results or impact. Think of this as your tag line.
   HINT: This should allow the listener to understand how you or your company would add value.
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________

3. **WHY** - DESCRIBE WHY YOU ARE UNIQUE:
   Now it's time to show the unique benefits that you and/or your company bring to business.
   HINT: Show what you do that is different or better than others.
   ______________________________________________________
   ______________________________________________________
   ______________________________________________________

4. **GOAL** - DESCRIBE YOUR GOAL:
   Describe your immediate goals or intentions. Include a time frame.
   HINT: This is the final step and it should be readily apparent to the listener what you are asking of him / her.
   ______________________________________________________
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   ______________________________________________________

Your BRAND, Your PASSION
5. CREATE ONE SENTENCE OUT OF THE PRIOR FOUR

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PRACTICE – PRACTICE – PRACTICE
In front of people … in front of your bathroom mirror… when you are alone in the car… record your pitches…listen to you pitching your brand whenever you can!

REMEMBER: When practicing, you can adjust the wordings, it’s important that it becomes natural for you to communicate your brand; after all, it’s all about YOU!

Be authentic - Make it yours!
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YOUR Professional Network!
Networking is an important skill for you and your brand. Having a wide professional network can be a stepping stone for you to create a way of building career stability. It’s about connecting with other people in your industry to develop positive relationship.

By creating an effective network, you are linking together individuals who, through trust and relationship building, will become your walking, talking advertisements for you and your brand.

When attending a networking event, it’s crucial for you to be able to distinguish yourself among the crowd. In other words, having a clear “elevator pitch” that gives your new contact a crystal clear understanding of whom you are, and what you represent.

Now that you’ve:

- Set yourself clear SMART goals
- Know your Strengths
- Know your Uniqueness
- Know your Unique Values
- Know your Communication Plan
- Created your elevator-pitch

It’s time to map-out your current professional network

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<td><strong>Industry specialists</strong></td>
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<tr>
<td><strong>Event or planning</strong></td>
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<tr>
<td><strong>Natural connectors</strong></td>
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Whom do I already know?

Human Resources
Name – E-mail address – Telephone number

______________________________________
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Trainers / Coachers / Speakers
Name – E-mail address – Telephone number

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______________________________________
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Others
Name – E-mail address – Telephone number

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GROWING YOUR NETWORK

Building a strong and successful network of professional people takes a lifetime! It’s a process that never stops.

Three good reasons for keeping your network alive!

1. 90% of your new business comes from focused proactive networking and word-of-mouth referrals.

2. 70% of new positions are filled using positive networking strategies.

3. Your circle of influence is part of your own brand. Connect with people you want to be involved with, people with the reputation and strength you want to be known for yourself.

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GROWING YOUR NETWORK

Tips to grow your professional network.

**Listen:**
It's important to adapt your approach for everyone you meet!

**Focus:**
When meeting someone for the first time, get to know him/her, build relationship and find common ground.

**Keep in mind the saying:**
“When in Rome, do as the Romans do!”

**Take action:**
Networking is a proactive form of self-marketing to the mutual benefit of all, listen to what the other person needs.

**Create friendships:**
Networking is a lifetime project, have fun, enjoy the process. Regular follow-up calls or e-mails just to check on personal matters builds trust and understanding.

WHERE DO YOU WANT TO GROW?

Look at your future visions (page 21) and your goals. What type of people will you be influenced with when you have reached your goals?

Write down a description of people you see being part of your network.

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Your BRAND, Your PASSION

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MY SOCIAL MEDIA PROFILE

Using social media is a smart, effective way to promote and build your brand.

As a business person, I highly recommend you sign-up for the business networking site LinkedIn. The original idea behind LinkedIn was: “It’s all about knowing the right people”

At LinkedIn you can communicate with other professional people while building up your professional network. With over 100 million professionals signed up on the site, the site is a valuable source of information. It’s a wonderful place to share and receive knowledge and input from other professional people in your network.

There are thousands of social community sites out there. Looking at your expertise, message, unique niche and target audience, choose the social community you think would give you the most value!

As an example, if you are offering special programs to women business owners, sign-up at Connected-Women.com, the open global community site for women business.

Most social networking sites offer both FREE membership and with a small fee you can upgrade to a different level.

No matter which social community site you sign-up for, be sure to fill out your profile with relevant information about who you are, what you are offering and make it easy for your network to contact you by telling them in your profile what you are looking for!

IMPORTANT!

When signing up on a Social Networking site, be sure to add your photo, or logo in your profile.

Even if you start by only doing that…it’s much more likely to give you visibility than keeping it cold and impersonal.

REMEMBER!

People Connect with People!

MY OWN POINTS:

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Your BRAND, Your PASSION
Clarity is power
~ T.Harv Elker

MY SOCIAL MEDIA PROFILE

Tell your online audience with confidence and clarity who you are, what you stand for, what you offer and what you are looking for.

Fill out the form below. If you are satisfied with the outcome, use this form in every social media profile you create. Remember KISS “Keep It Simple Stupid”

About me:
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Your BRAND, Your PASSION
About my company:
Depending on your main focus, what would you like others to know about your products and services?

________________________________________________________________________
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I’m looking for:
Which type of person do you want to connect with… in which industry, expertise? Local, national, internationally?

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Brand Packaging
Brand Packaging

A few good points to look at when building and branding the brand called YOU!

- **Business card**
  Remember it’s a lot more than just a little white card with a logo and your contact information. Use this little card as an opportunity to direct people to your website, use a tagline, ask questions, introduce a special offer, and add your professional head-shot to the card to help the receiver remember who you are.

- **Web site**
  Use your website much more than just as an online brochure. Feed your current and potential clients with up-to-date newsfeeds. Link online Social Media updates directly to your web site, offer special reports, articles, resources. Give Valuable Information to keep your followers engaged.

- **Purchase Your Full Name as a web domain**
  Do it before someone else buys it.

- **Automatic E-mail Signature**
  Use your automatic e-mail signature to spread out the word about you and your brand.

- **Voice Mail**
  Use your voice mail as an opportunity to spread your word, offers, or points of the day

- **Select your personal color & fonts**
  Work with a professional graphic designer on your logo and your marketing materials. Find the color and fonts that you feel represent you. Be consistent.

- **Create Frequently Asked Questions (FAQ)**
  Add on your web site and send to potential clients

- **Create your Press Kit**
  Add to your web site

- **Be consistent**
  Make sure your logo and messaging is consistent. (Letterhead, business cards, brochures, website, Press Releases etc.)

**MY OWN POINTS:**

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Your BRAND, Your PASSION
YOUR next steps:
Ready to show the world the BRAND called YOU?

It’s all about believing in yourself, be yourself, be your best advocate, be authentic, and the most fun of it all … being able to build and brand your business from your very own values.

As a business person you need constantly to nurture your brand. A great way to keep you on track, taking your business from a success to pure satisfaction, is to hire your very own personal coach. Having a business or live coach is a proven method to take your business fast forward.

Other highly effective ways:

Get a MENTOR. Mentors are normally people who have gone the road you are stepping into. Mentors often do not charge for their service. A way to ask questions and get guidance from someone who’s been there!

Create your very own MASTERMIND group! A group of other professionals meeting regularly to hold their commitments towards their goals and intentions…give and receive support, not to mention a great way to brainstorm your ideas or receive help to overstep the hurdles in your way.

A well-structured MASTERMIND group can do wonders.

My next steps:

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Business or Life Coach
Possible coach or person who could refer a good coach to me:

Mentor
Who do I know, or would like to contact, who might be my ideal Mentor?

MY MASTERMIND GROUP
Who would I like to invite into my own MASTERMIND group? Or who could help me set up an interesting group?

Nothing is IMPOSSIBLE
The word itself says I’M POSSIBLE
~AUDREY HEPBURN