

## Step 1

### What makes you unique?

Start with your story.

Shoot a video of your story - watch it, then listen in 3rd person.

Write your story for Facebook using the Story Telling Outline or share on your blog or in a video.

## Step 2

### What do you want to be known for?

A skill, Product, Specialty, Educator, Inspirational, Motivational?

As you are writing, think how you want to be seen by your audience in the future.

Where you start now, may be different from where you will be in 6 months. Embrace where you are right now.

## Step 3

### What tagline defines you?

Should be no longer than 4-7 words.

Brain storm here and bring your top 3 ideas.

## Step 4

### What niche can you target that is congruent with your brand?

Choose 1-3 niches or 3 customers (no more to start)

What activities do they do?

What books do they read?

What are their values?

What are 3 main problems they are looking to solve?

## Step 5

### Imaging that expresses you and your brand

For personal brands, using your personal image is recommended for use on your blog or website.

Bring a high resolution picture with you that you can use for an ad.

## Step 6

### Color and graphic logo design

What colors resonate with you?

Write down your ideas for color, graphics and imaging and submit an idea to a graphic designer on fiverr.com or 99 Designs.

Not every brand has to have a logo, this will come to you as you develop, but starting to identify your branded identity by using your story will be the first step toward becoming a brand.



Rhonda Swan, Unstoppable Family