

# **A Brand Called You Activity**

*Begin to build an understanding of your brand by answering the questions below.*

---

What am I already known for?

How would I like to be remembered?

What is my greatest area of professional interest or passion?

How do I define success? What does success mean to me?

What are my greatest strengths and most noteworthy traits?

What are my values?

How do people respond to my presence?

What do I do that adds remarkable, measurable, distinguished, distinctive value?

What do I do that I am most proud of?

What have I done to make myself stand out?

What do customers or colleagues say is my greatest and clearest strength?