

BE YOU: Build your personal brand

1. **BE AWARE** Who do you admire and why

2. **BE UNIQUE** What is effortless for you to do

3. **BE CONFIDENT** Describe a memorable professional success story

4. **BE TEACHABLE** What is one thing you will do to build your skills

5. **BE KIND** What is one thing you will do to combat your inner critic

Build your personal brand statement:

"I am a (what you do) _____ who (why you do it) _____."

Your authentic words:
