

# MY CONSULTING BRAND



## principles

To know yourself, you need to know which Principles — the things you stand for — are most important to you. Please write several Principles that align best with your true self in the box below. If you need help, see the Principles Examples on the next page. You'll know you're on the right track when you fill in the "I stand for..." statement, and it rings true!

I stand for \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ in everything I do.

## superpowers

Your Superpowers — what you're great at — are an important part of your personal brand. Please write several Principles that align best with your true self in the box below. These are action words. If you need help, see the Principles Examples on the next page. Use your top 3 favorites to fill in the "I want clients to know that I..." statement. If it doesn't feel right, experiment with your other Superpowers until it does.

I want clients to know that I \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

## brand statement

Now it's time to bring everything together to create your Consulting Brand Statement. Using the Principles and Superpowers from the exercises above, fill in the blanks in the sentences below to get inspiration for crafting your brand statement.

When I \_\_\_\_\_, I bring \_\_\_\_\_ and \_\_\_\_\_ to my team/customers/clients.

I am a \_\_\_\_\_-er.

One way I do things differently than other people is by \_\_\_\_\_ with \_\_\_\_\_.

Use the box below to draft your Personal Brand Statement. You'll probably want to make a few different drafts, so you might need extra paper! And when you're done, say it out loud, and share it with friends and family. You're AWESOME!

# PRINCIPLES & SUPERPOWERS EXAMPLES

## principles

Below is a list of Principles to get you started. If there's something you stand for that's not on this list, add it!

Abundance	Cooperation	Focus	Persistence
Accountability	Courtesy	Friendship	Philanthropy
Achievement	Decisiveness	Fulfillment	Positivity
Action	Dependability	Fun	Power
Adventure	Diligence	Happiness	Preparedness
Authenticity	Dynamism	Harmony	Respect
Autonomy	Economy	Helping Society	Self-control
Balance	Effectiveness	Honor	Self-reliance
Belonging	Efficiency	Humility	Serenity
Boldness	Elegance	Impact	Service
Carefulness	Equality	Innovation	Simplicity
Clarity	Excitement	Intuition	Teamwork
Comfort	Exploration	Joy	Trustworthiness
Community	Fairness	Leadership	Truth
Competency	Faith	Learning	Usefulness
Competitiveness	Family-orientation	Loyalty	Vitality
Contribution	Fluency	Optimism	Wisdom

## superpowers

Superpowers are things you're great at, like analyzing sales trends, managing high-end construction projects, and throwing a curveball for a strike. Below is a list of verbs that could appear in your Superpowers. This list is meant to inspire, rather than to include everything.

Accelerate	Coordinate	Initiate	Reinforce
Achieve	Customize	Instruct	Research
Adapt	Develop	Integrate	Resolve
Advocate	Dispatch	Invent	Return
Aid	Display	Launch	Review
Analyze	Ease	Listen	Revitalize
Answer	Educate	Map	Select
Arrange	Endorse	Negotiate	Simplify
Calculate	Examine	Optimize	Streamline
Catalogue	Exceed	Overhaul	Structure
Coach	Extend	Produce	Summarize
Complete	Generate	Program	Survey
Construct	Implement	Propose	Teach
Consult	Improve	Provide	Validate
Convince	Influence	Recommend	Volunteer