

How YOU™ are like Shampoo

The Breakthrough **Personal Branding System** Based on Proven Big-Brand Marketing Methods to Help You Earn More, Do More, and Be More at Work



Your Personal Brand Positioning Statement

My Audience consists of:

Demographics (“Provable” social characteristics of this person, such as age, sex, income, education, etc.):

Psychographics (More psychologically-oriented personality traits of this individual, including attitudes, mindset, etc.):

Key Behaviors (Observable manners of behaving or acting):

My Audience’s Needs are:

Functional:

Emotional:

www.BrendaBence.com

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Desired Personal Brand Positioning Statement

Desired Comparison

I want to be the brand of

(your Desired Conceptual Label — the way you would like to be perceived):

being compared with

(your Extended Comparison Set — all other options you might be compared with as well):

My Desired Unique Strengths are:

My Desired Reasons Why

(why my Audience should believe I can deliver my Desired Unique Strengths) are:

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My Desired Personal Brand Character

(how I want my personal Brand Character to be perceived, including my overriding attitude, temperament, and personality) is:

A large, empty rectangular box with rounded corners and a thin black border, intended for the user to write their desired personal brand character.

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