

# PERSONAL BRAND VICTORY

in **5** straight forward steps



## 1. VALUES

Your top 3 values are really the highest possible priorities of your unconscious self. Aligning goals, intentions and purpose clarity of your values, is the difference between you procrastinating and you doing remarkable things.

[www.drdemartini.com/content/values](http://www.drdemartini.com/content/values)

## 2. VISION

Your vision, that you co-create with that evolutionary impulse within you, seeks expression. As you begin to show up, be seen, do the work, the opportunities present themselves to you. Thus you move deeper into your expression, refining and course correcting as you go.

## 3. VOICE

Positioning & Paragraphs live here. Positioning you to show up as hyper relevant for your ideal audience might mean introducing a tagline. Organising a story that illustrates your "Why" - and producing copy that meets the needs of your audience getting to know you for the first time.

## 4. VEHICLE

The online form your brand takes will likely involve a website, an online social profile, and multi media content. It can also involve real world activities captured on camera. In most cases, a website and a single social profile with x1 to x3 media pieces are more than sufficient to get you well under way.

## 5. VISUALS

From brand identity, to colours, fonts, and your multi media pieces - a simple set of visuals makes a lot of difference.



[teachabrandtofish.com/personal-brand-club](http://teachabrandtofish.com/personal-brand-club)  
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**More Flow, Less Force**

