

Product **YOU**®

HOW TO REINVENT & MARKET
YOUR CAREER, COMPANY OR EMPLOYEE BRAND
IN THE NEW WORKPLACE

Product You Exercise Package

01 | Personal Brand

CORE GIFTS*

- * Persuading People
- * Exploring the Way
- * Opening Doors
- * Bringing Out Potential
- * Doing the Numbers
- * Empowering Others
- * Selling Intangibles
- * Managing Things
- * Starting Things
- * Making Deals
- * Advancing Ideas
- * Bringing Joy
- * Adding Humor
- * Discovering Resources
- * Researching Things
- * Getting to the Heart of Matters
- * Investigating Things
- * Making Connections
- * Putting the Pieces Together
- * Translating Things
- * Analyzing Information
- * Breaking Molds
- * Designing Things
- * Seeing Possibilities
- * Composing Themes
- * Seeing the Big Picture
- * Moving Through Space
- * Writing Things
- * Creating Things
- * Performing Events
- * Awakenng Spirit
- * Creating Trust
- * Facilitating Change
- * Creating Dialogue
- * Helping Overcome Obstacles
- * Building Relationships
- * Giving Care
- * Instructing People
- * Resolving Disputes
- * Getting Participation
- * Getting Things Right
- * Building Things
- * Fixing Things
- * Making Things Work
- * Shaping Environments
- * Growing Things
- * Solving Problems
- * Organizing Things
- * Operating Things
- * Processing Things
- * Straightening Things Up
- * Healing Wounds

*Adapted from Richard Leider's Calling Cards

Developing “ME, Inc.”

PERSONAL BRANDING EXERCISE

- 1) From the list of “CORE GIFTS” shown, pick out 8 of the gifts that best describe your essence, natural (intuitive) skills and passions.

- 2) Narrow the list down to the top 3.

- 3) Further narrow this list to your #1 CORE GIFT.

- 4) Write down this #1 CORE GIFT.

- 5) a) Using the attached Image & Color Guides, circle the images and colors you like or feel a “connection” with.
b) What is your favorite color and or graphic image (not included in the Color Guide)?

- c) List specific People, Places and/or Things you feel passionate about (e.g., specific hobbies such as knitting, scrapbooking, etc.; Florence Nightingale; Paris; Skiing; Horses; charitable organizations/participation; etc.)

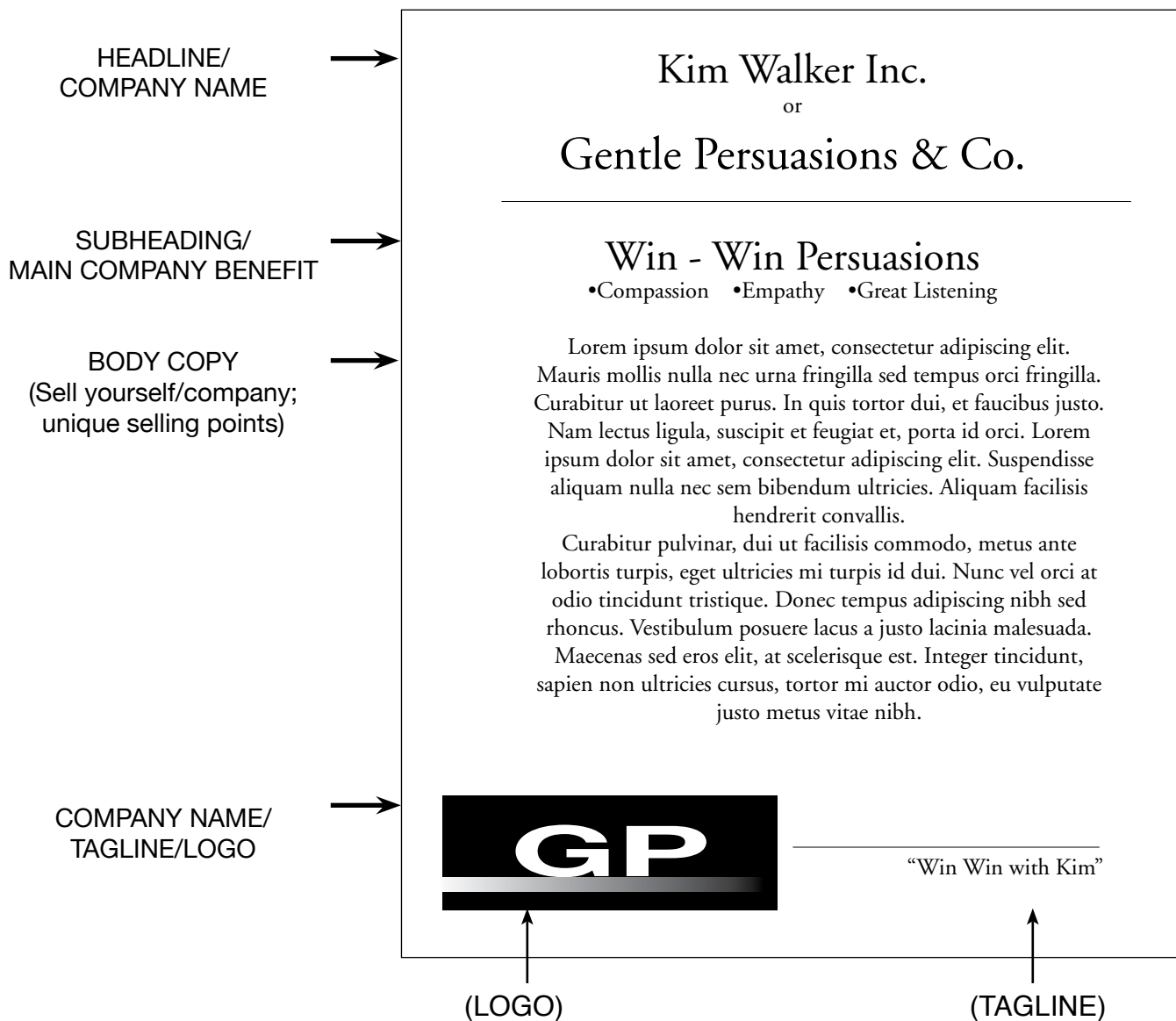
BRANDING YOURSELF

Use the following questions as a guideline to creating your “Me, Inc.” Personal Brand:

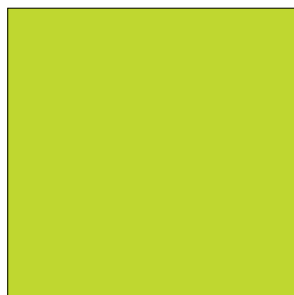
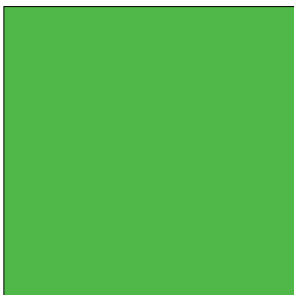
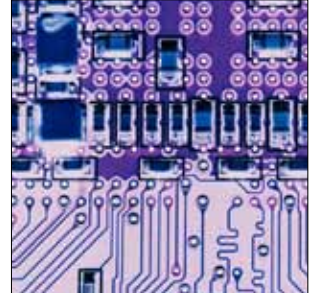
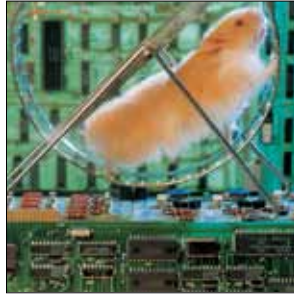
1. What is the name of my company? (in 10 words or less)
2. What does my company do?
3. What products or services does it offer?
4. How is it unique from other similar businesses (what is my Unique Marketing Advantage?)
5. Who are my customers?
6. What are the benefits of my product or service?
7. What philosophy/image am I trying to convey to my customers about my business?
8. Describe the excitement or “WOW Factor” around my business. (i.e. Why do I love getting up every day to do what I do?)
9. What is your company’s Logo and Tagline or Slogan?
10. After you’ve created your Me, Inc. ad...
 - (a) How am I going to contribute my core gift today? (ie. work, home, recreational activities, etc.)
 - (b) How do I feel when I am adding this core gift to all aspects of my life?

ME, INC. SAMPLE AD

Core Gift: "Persuading People"



Color Guide | 1



Color Guide | 2

