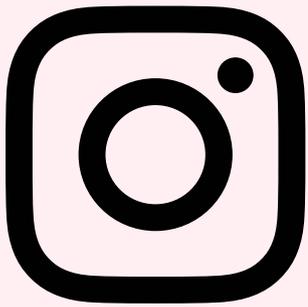


LET'S WORK OUT
WHAT
your business
NEEDS

A collection of gold-toned accessories including glasses, a notebook, earbuds, and rings. The glasses are resting on a gold-bordered notebook. Three gold rings are scattered to the right. A pair of gold earbuds is in the foreground.

SOME QUESTIONS TO
DEFINE YOUR WHY!

WWW.THEPINNERGRAMMER.COM



A LITTLE BIT ABOUT THIS:

Lets talk about you! YOU YOU YOU!

**Personal branding is one of the
cornerstones of your business account!**

Personal Branding is about identifying and then communicating what makes you unique and relevant and differentiated for your target audience, so that you can reach your career and/or business goals. If you understand your strengths, skills, passions, and values, you can use this information to separate yourself from your competitors and really stand out. Personal branding is very powerful because it sends a clear, consistent message about who you are and what you have to offer. A strong, authentic personal brand helps you become known for what you're good at, sets you apart from everyone else, and can position you as a niche expert.

Personal branding describes the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition, whether professional or personal, and then leverage it across platforms with a consistent message and image to achieve a specific goal. In this way, individuals can enhance their recognition as experts in their field, establish reputation and credibility, advance their careers and build self-confidence.

YOUR BUSINESS *outline*

WWW.THEPINNERGRAMMER.COM

Let's look more into what you are about!

What is your business name?

Who inspires you and why?

What are your top 3 business goals?

Why did you start this business?

Who is your main competition? What makes them successful?

YOUR BUSINESS *outline*

WWW.THEPINNERGRAMMER.COM

What solution does your product or service provide?

Why should someone pay for your product? (Think about the solution - Moms would love to pay for this, as it gives them a spare hand when they feel overwhelmed with xxx)

Describe you dream client in person. Use the following questions as prompts to help you describe this. Describe this person in detail; age, what they do, what do they love? What is their gender? What makes them smile? What resonates with them? What appeals to them? What problems do they have? What do they look like? Where do they live? What's their education? What social media do they use? What do they do in their spare time? What websites do they frequent?

YOUR BUSINESS *outline*

WWW.THEPINNERGRAMMER.COM

What do you want people to know about you?

How do you want people to feel when they have used your product or service?

What makes you someone that is Authentic and Credible to place trust into? Think about this from the clients perspective.?

Have you got any previous achievements - social credibility - awards - or things you have done publicly that could add to your credibility?