

PERSONAL BRAND IMPACT™



PURPOSE



PRESENCE



PLATFORM

PURPOSE

How You Uniquely Stand Out



PERSPECTIVE

Discover who you are and what lights you up with purpose and alignment.



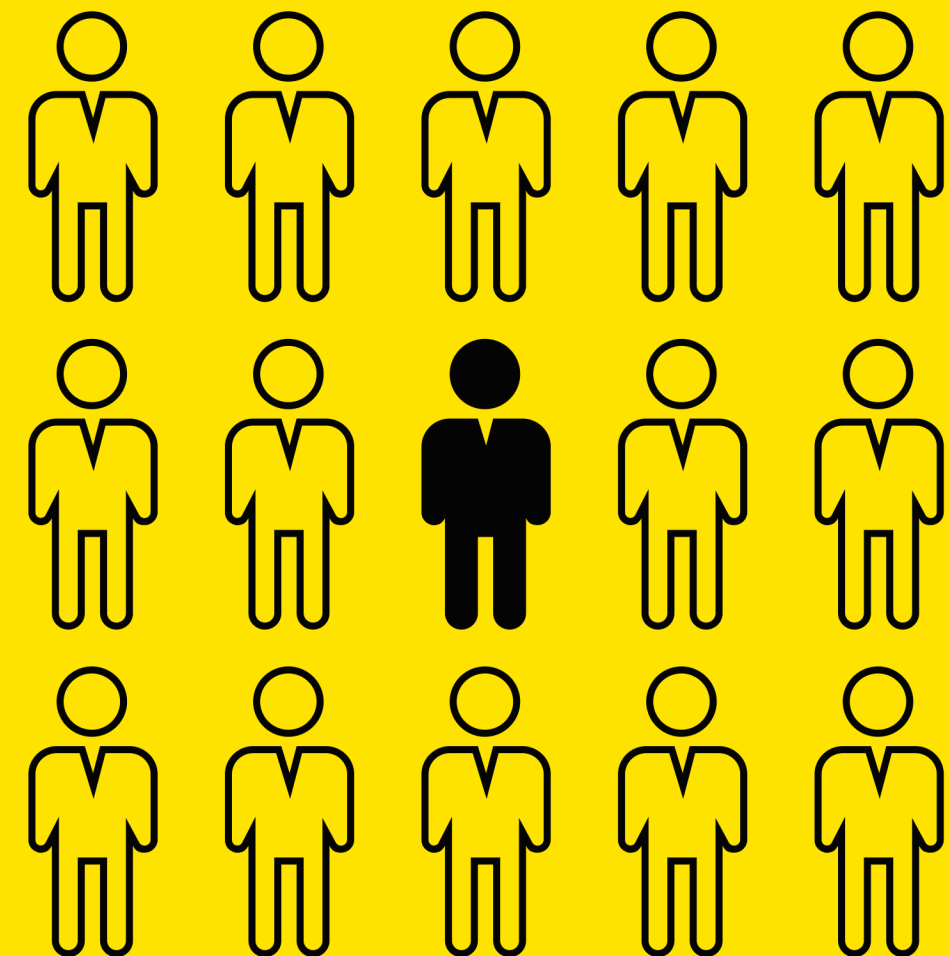
PEOPLE

Identify your ideal audience and get clear on their interests and needs.



POSITION

Find your unique differentiation to become the "known-as in your industry.



PURPOSE PLAN

YOUR WHY	Why do you do what you do? Having a mission or vision (and point of view) makes for a relatable and uncopyable brand that better resonates with your ideal audience.
YOUR WHO?	Who are you drawn to/show up to help? You help someone, not everyone. It's not just about "niching" down, focus on one ideal audience and speak to their one top problem.
YOUR WHAT?	What do you do to help others? To get the best traction, start by staying in one lane. Be known for one service, skill, or area of expertise to accelerate your visibility.
YOUR HOW?	What do you uniquely do to bring transformation and results? Your brand is here to help someone solve a problem, challenge, desire, or dream. Having clarity on HOW you help solve real problems will take you FAR.



BRAND PURPOSE PLAN

What is my purpose?

This is a brand's North Star. It's why your brand exists and what it will contribute to its audience. A well-defined purpose resonates and brings a deeper connection and meaning.

What is my mission?

This is the action plan detailing what you do, for whom and what people can expect from you or your business. That's how brief a mission statement should be.

What is my vision?

This is your statement about the future you envision for your brand and for those you serve. It's aspirational and movement-making, focusing on how your brand will improve others' lives.

What are my core values?

These are fundamental ideals of what your brand believes in and stands for and how it acts as a brand, supporting your vision and mission. They are straightforward and realistic, helping others connect and believe in your brand.

What is my personal brand statement?

A clear statement to communicate your brand and help others understand what you do, why you do it, and what makes you unique and memorable.

What is my brand story?

This isn't your personal history. It's a story arc or narrative, an emotional outcome or defining moment or reason your brand was created to serve others.

POSITION YOURSELF FOR WHAT'S NEXT



When you're ready for more in your career and business, your personal brand positions you for what's next.

It starts with a clear vision of who you are, where you're going and an action plan that gets you there - fast. Start smart with your customized **Personal Brand Plan™** to stand out faster and get traction sooner to accomplish your biggest goals and dreams.

Reach out to learn more at MichelleBGriffin.com



International Certified Personal Brand Strategist

Michelle works with clients across the U.S. and internationally to build personal brands and thought leadership on LinkedIn and beyond.



Founder, BRANDthority, Personal Brand Consultancy

Michelle and her team help industry experts and entrepreneurs build and market personal brands to stand out with more visibility, authority and opportunities as trusted professionals.



LinkedIn Personal Branding Expert/Founder, The 365Creators.com

Michelle is the founder and CEO (Chief Encouragement Officer) to 1,200+ global professionals in her LinkedIn community. With a motto of "Put Yourself Out There," she shares tips and frequent trainings on personal branding, LinkedIn marketing, content creation and community-building.



Host, Personal Brand Impact Podcast Co-host, The LinkedIn Branding Show Podcast

The weekly podcast helps leaders launch, grow & scale their personal brands and LinkedIn thought leadership marketing



Co-Author, The LinkedIn Branding Book

The Power of Two: How to Build Your Personal and Business Brand on LinkedIn for Exponential Growth is now available on Amazon

PERSONAL BRANDING FOR POWERFUL PAYOFFS

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