

YOU ARE THE BRAND

HOW TO BUILD YOUR INFLUENCE
THROUGH PERSONAL BRANDING



Elisa Garn, Chief Brand Architect

MY STORY



INCOME

INFLUENCE

LEGACY

WHY IT MATTERS



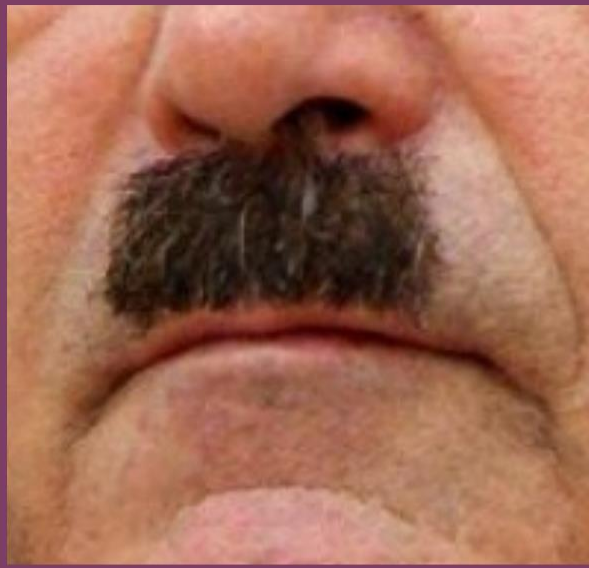
WHO AM I?



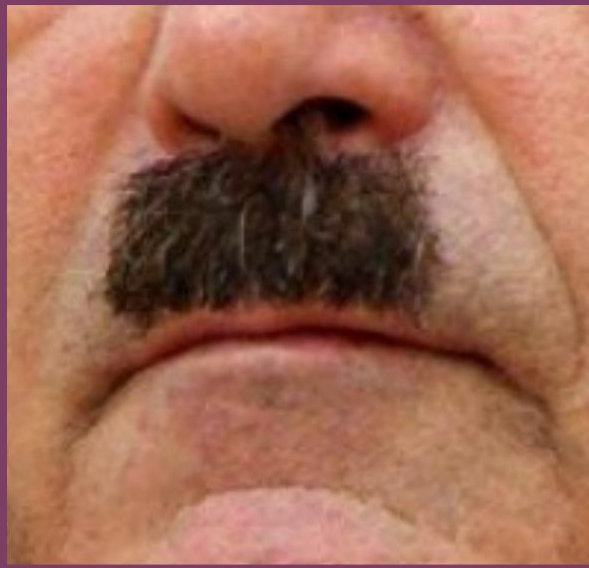




WHO AM I?



WHO AM I?



WHO AM I?

WHAT YOU LOVE

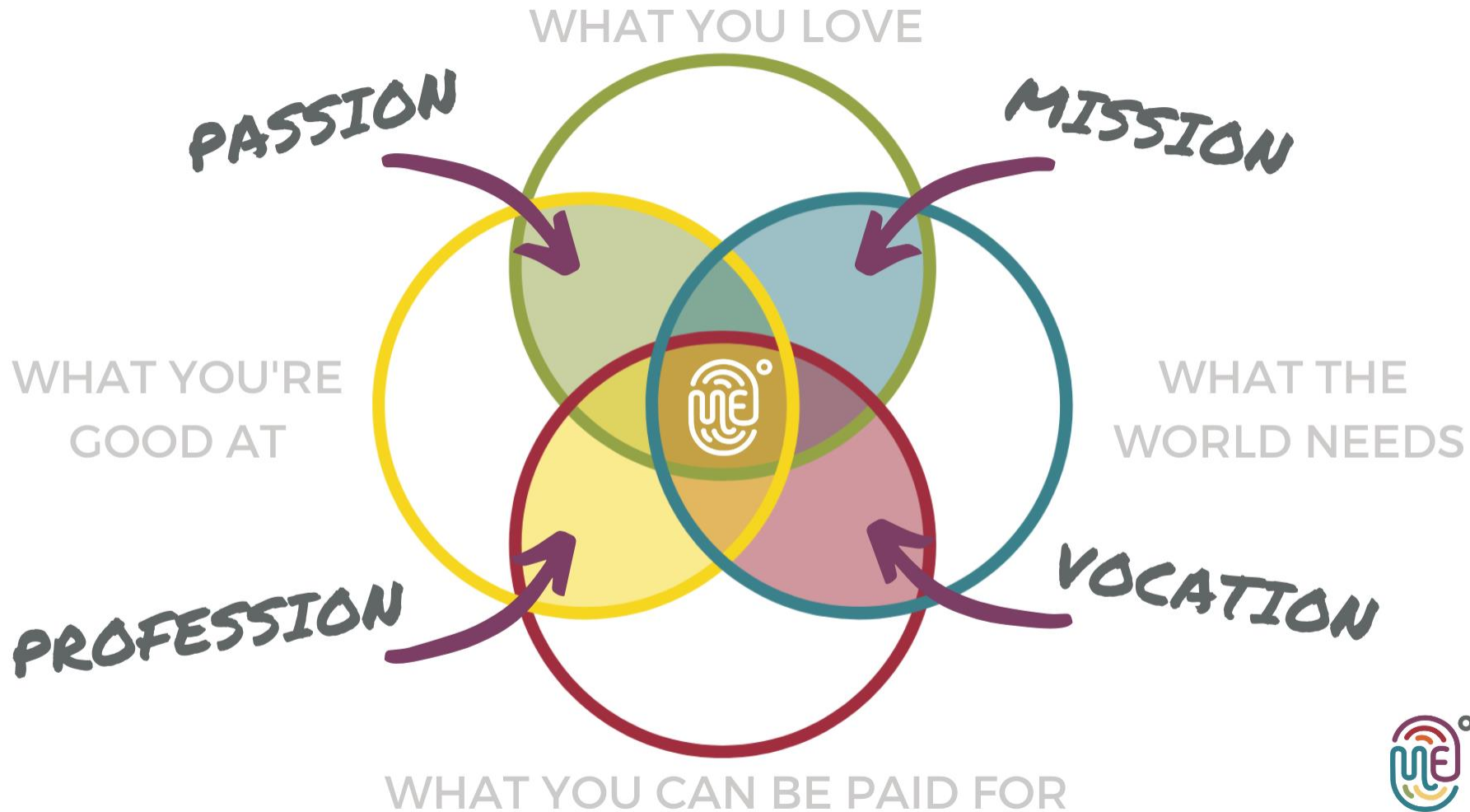
WHAT YOU'RE
GOOD AT

WHAT THE
WORLD NEEDS



WHAT YOU CAN BE PAID FOR





AUTHENTICITY

CONSISTENCY

COMMUNITY

CHANNELS

AUTHENTICITY

CONSISTENCY

COMMUNITY

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AUTHENTICITY

CONSISTENCY

COMMUNITY

CHANNELS

AUTHENTICITY

BE YOURSELF

EMBRACE VULNERABILITY

BEST SELF VS. SHADOW
BEHAVIOR

AVOID BRAND CONFUSION

DON'T BE AFRAID OF NO

LATHER, RINSE, REPEAT

CONSISTENCY

COMMUNITY

LOOK UP, LOOK DOWN

BE THE EXPERT

GIVE BEFORE YOU GET

SOCIAL MEDIA

CONTENT MEDIA

BEHAVIOR

CHANNELS



CANVA



PLATSTACK



360REACH

TOOLS

Define your "Why" – What are you passionate or knowledgeable about and what impact do you want to leave?





Do a self-assessment and ask others for feedback to help you identify your existing brand.



Write down your plan based on what you want to accomplish and what action you'll take.





EMAIL

elisa@medegreed.com



LINKEDIN

linkedin.com/in/elisagarn



PHONE/TEXT

Elisa 801.803.0823



PERSONAL BRAND MASTERMIND

DRIVERS

Why do you do what you do? Although we may have similar behaviors with others, our motivations could be very different. Identifying the *why* behind your behavior instead of just the *what* creates valuable insight into understanding and defining what success looks like for you.

Review the 6 groups of words below. From each group of drivers, select the 2 that matter most to you.

Brand
Industry
Location
Mission
Prestige
Vision
Culture
Diversity
Mobility

Teammates
Collaboration
Inclusion
Helping Others
Trust
Mentorship
Competition
Flexibility
Empathy

Benefits
Money & Rewards
Feeling Valued
Recognition
Stability
Support
Work/Life Balance
Respect
Job Title

Knowledge & Expertise
Role
Problem Solving
Results
Leadership
Purpose
Accountability
Impact
Influence

Learning
Skill Building
Personal Development
Achievement
Opportunity
Advancement
Challenge
Reputation
Innovation

Adventure
Passions
Freedom
Feeling Empowered
Taking Risks
Autonomy
Variety
Dreams
Creativity

PERSONAL BRAND MASTERMIND



PERSONAL BRAND MASTERMIND

Of these drivers that are most important to you, how fulfilled are you on a scale of 1 - 10?

1.	_____	1	2	3	4	5	6	7	8	9	10
2.	_____	1	2	3	4	5	6	7	8	9	10
3.	_____	1	2	3	4	5	6	7	8	9	10
4.	_____	1	2	3	4	5	6	7	8	9	10
5.	_____	1	2	3	4	5	6	7	8	9	10

What are you experiencing that made you mark your drivers high (above an 8) or low (below a 5)?

Do you have the ability to influence a greater sense of fulfillment in the low-marked areas?

Do you foresee your control to maintain the high-marked areas?

How does your overall fulfillment affect your current quality of life and happiness?