

THE BRAND TOOL

Your Sweet Spot

When it comes to creating a Personal Brand we have already addressed the need for it to be a version of the real you, and not just a totally fictional persona that you think would be more widely liked.

Now it is time to work on defining that version of you. Ideally you will find a sweet spot combining your passions, your strengths, and a skill you have that could be monetised.

Have this sheet ready to use during the next video.

Question 1

What are 3 things you are passionate about?

Question 2

What are 3 things you feel are your strengths?

Question 3

What are 3 skills you have that could be used to earn an income?

Question 4

Is there a way you can combine these things?

Question 5

If not, what is the one thing that you want to focus on?

Question 6

What skills do you need to improve to highlight your previous answer?