

# YOUR PERSONAL BRAND

*Developing a cohesive personal and business brand requires a bit of self-exploration.*

*During your consultation, these are some types of questions we might discuss with you to learn about what makes you and your business unique.*

## PERSONAL

How do your personal values and goals connect with the values and goals of your business?

What motivates you?

What was the reason for starting your business?

## BUSINESS

What does your business offer to your customers?

Why is what your business does important? Why does it have value?

How does your business inspire you?

What makes your business different than your competitors?

## PHILOSOPHY

Sum up your business philosophy in one sentence.

Sum up your business philosophy in **three words**.

--	--	--