

## YOUR PERSONAL BRAND NARRATIVE

<b>©TITLE/ROLE</b>	<p>I'm a _____          _____          (Brief description of your title/role)</p> <p>I'm currently looking for opportunities in _____          (Region, State, City)</p> <p>In _____          (Type of work and/or industry you are interested in.)</p>
<b>SEGUE</b>	<p>But before I tell you more about WHAT I do, let me tell you WHY I do it.</p>
<b>WHY</b>	<p>_____          _____          (Insert your Simple WHY)</p>
<b>HOW</b>	<p>How I do that is by _____          _____          _____          (Insert your Simple HOW)</p>
<b>WHAT</b>	<p>Ultimately, what I bring are: _____          _____          _____          (Insert your Simple WHAT)</p>
<b>WHY.OS Or STRENGTHS PARAGRAPH</b>	<p>_____          _____          _____          _____          _____          _____          _____</p>

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## WHY.os Paragraph:

- Using your WHY 2-page, HOW and WHAT 1-page PDF documents, choose 2 sentences from each that resonate with you from the Summary paragraph at the top or the Characteristics paragraph underneath. This will give you six sentences to work with.
- Put those six sentences in an order that makes sense to you.
- Make it your own. Change words or phrases you wouldn't use. Make it conversational.

## STRENGTHS Paragraph:

- Review your Strengths Insight Guide and read the "What Makes You Stand Out" paragraphs for each of your Top 5 Strengths.
- Underline two sentences in EACH "What Makes You Stand Out" paragraph that resonate the most, giving you a total of 10 sentences. From those ten sentences, choose the 6 that resonate the most with you. You DO NOT have to choose something from each Strengths. Just choose the 6 that resonate the most with you. At a minimum, 3 of your Strengths will be represented in the paragraph.
- Put those six sentences in an order that makes sense to you.
- Make it your own. Change words or phrases you wouldn't use. Make it conversational.

## Example brand narrative (mine):

I'm a career transition guru currently residing in McCormick, SC. I help veterans, college seniors, and career professionals discover their WHY and harness their Strengths to create a personal brand narrative which highlights the unique value they bring to the table.

But before I tell you more about what I do, let me tell you WHY I do it.

I believe success happens when we find a better way and share it.

HOW I do that is by seeking depth, breadth, and details.

And, ultimately, WHAT I bring are solutions that make sense.

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I really enjoy working with individuals and small teams. I'll take the time to learn as much as I can about them, focusing in on their strengths as a way to stimulate individual or team growth. Then I'll help them figure out how all of the pieces fit together and find a way to transform something strong into something superb. I do this by being their teacher, mentor, and coach.