



# achieve it.

**Who is defining your personal brand – you? Or others?**

Your strengths, skills, knowledge, and experiences are all part of what you uniquely bring to the table. What the **Achieve System™** calls your **identity**.

Creating a personal brand means showing up confidently as your best authentic self.

**Let's achieve it.**



# Building Your Brand

***“Too many people overvalue what they are not, and undervalue what they are.”***

**Malcolm Forbes**

In our ‘look-at-me’ celebrity culture and dynamic digital market, it’s often helpful to stand out when applying for a job or starting your own company. Having a distinctive personal brand can make it easier to grow a social following, land a better job, sell more products and services, and create greater career opportunities. But building a personal brand is not necessarily easy and doesn’t happen overnight.

One of the biggest challenges can be defining and nurturing a positive identity that’s both true to who you are and meaningful to others. A good way to start is by creating the strongest possible answers you can to questions like: *Who do I want to be? What makes me different? What do I bring to the table?* By listing and describing your strengths, capabilities, knowledge and life experiences, you’ll have a better sense of what you can uniquely contribute.

But remember: don’t focus on what you *can’t* do versus what others *can*. This way of thinking will not help you to show up as the strongest version of yourself. Instead, focus on what you do well and what ignites your passion. Own your specific strengths, skills, and experiences with confidence. And don’t forget to include what you are passionate about and eager to learn more about – even if you’re a complete beginner!

This exercise will help you gain a deeper understanding of your best authentic self and to identity and define a positive personal brand with clarity. Over time you will keep adding to your unique experiences and your capabilities, which further strengthens your personal brand and identity.

One of the best ways to build a personal brand is to link it to a personal mission. When we are pursuing a higher purpose than just getting a paycheck, we see ourselves and our work differently. The same is true when we are of service to others. Anything we do that builds our sense of self-worth and self-esteem will invariably strengthen our personal brand and make us feel better about how we are showing up in the world.