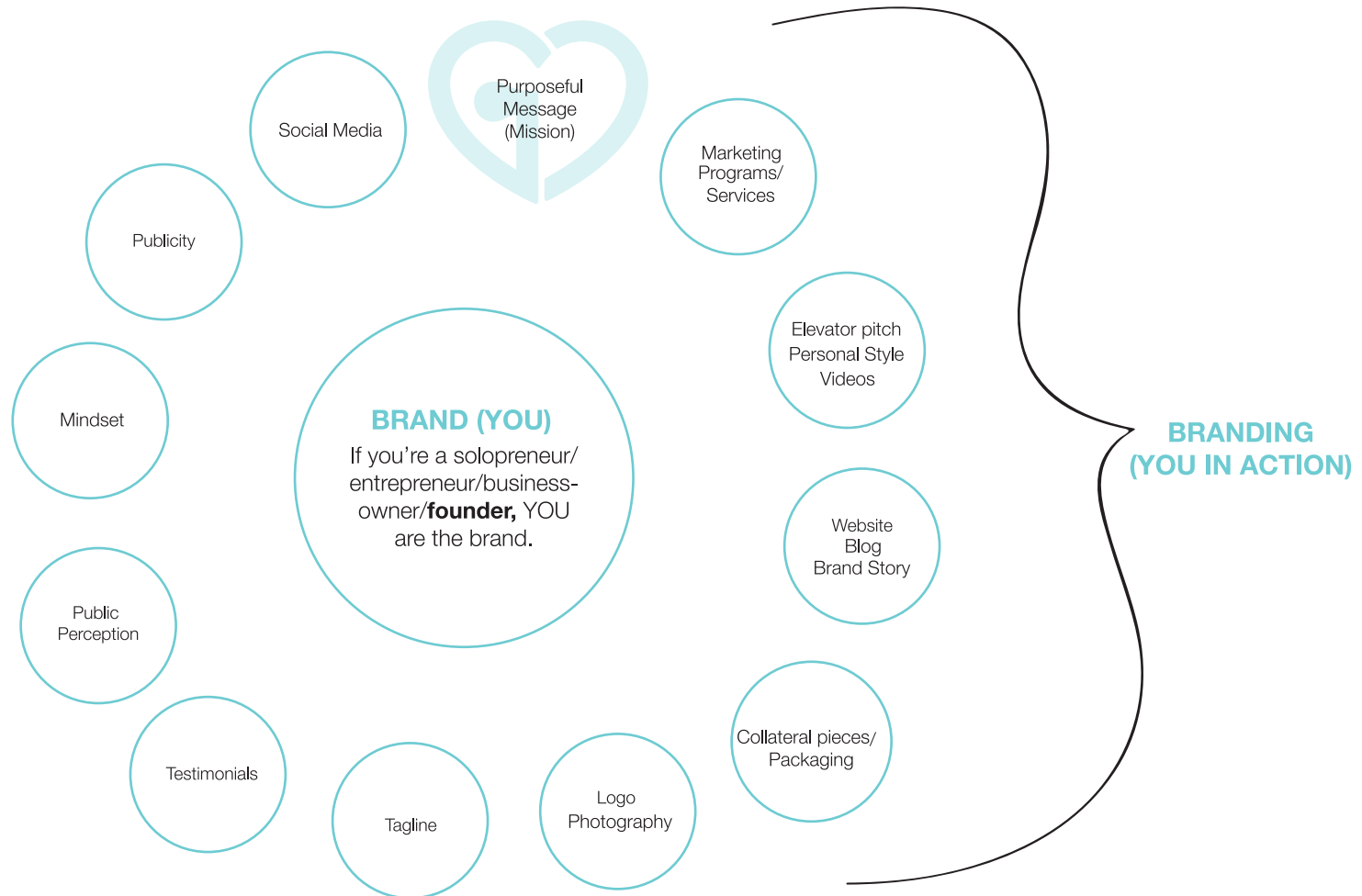


What makes up my brand?



★ Constantly ask yourself where you could step it up throughout these elements. Where could you be more consistent, more authentic (personality-rich/charismatic), convey the emotion (the WHY) behind your products/services, more confidence in the sharing of your expertise and always...where could you be even more clear and concise?