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BRAND YOURSELF!

A Virtual Interactive Workshop:

**Discover and Harness Your Unique Genius to
Up-level Your Career and Skyrocket Your Value!**

Module *One*

Assignment 1

Your Editable Workbook



Module 1: Assignment 1

Before you design "You 2.0", it's important to be crystal clear on what you actually want from doing so. By creating a more valuable version of yourself, what is your ultimate goal, aka, your end game? Where do you see yourself one year from now? Are you still doing what you do now, only contributing in a deeper, more meaningful way? Are you adding value in a completely different job? Are you in a supporting role? Leading a team? Answer each of these questions thoroughly to help you crystallize your vision.

In the past ten years of my life, where have I dedicated most of my time? Is it your job? What do you do there? Do you enjoy outside interests (reading, sports, other hobbies? Gathering at church, a special interest club, organization or spending time with family?) Identifying this is an important part of how you develop your unique brand. Write out in detail where and how you spend most of your time.



Module 1: Assignment 1

If you could sum up in one sentence what you feel your **life's purpose** is, what would you say? I know this is a BIG question. To help simplify it a bit, what would you want to be remembered for by anyone you know (friends, family, colleagues)? If someone were to write a paragraph on your memorial page, what would you hope they would write about you? **Let your thoughts just flow onto the page. No judgment or editing.**

Let's explore what lights you up! What you're **passionate** about! If you had the power to change ONE THING about the world, what would it be? Why? What's your favorite topic of conversation? What do you get lost doing for hours? What are your most frequent on-line searches about? What do you find yourself watching most on TV? Online? What excites you? What are you doing when you are at your highest level of freedom? Last question: If you won the lottery, after doing everything on your 'big money' wish list, what would you dedicate your time doing (hobby, cause, etc.)

Great Work!

You're ready for Module

1: Assignment **2**!