



Celeste
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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 2

Your Editable Workbook



Module 1: Assignment 2

Here's where you begin to crystallize your unique value and create your brand! Review your answers in **Assignment One**. Pulling from each area, form a paragraph about yourself that clearly describes who you are as a unique individual, using qualities that tie all those different pieces together. To get an idea of how this might look, consider the following example:

Mary dedicates most of her time at work as a busy Executive Assistant, keeping three senior managers organized. Most days are pretty hectic, but she enjoys the challenge and the fact that it never gets boring. Outside of work, she binges on crime drama series and loves to cook delicious, economical, time-saving meals and share them on social media. She's been told she's naturally great at coordinating outfits and always looks effortlessly fashionable. To her, it's nothing special, but she gets compliments all the time and women approach her often for style advice. Some have even asked her to help them shop. When she thinks about what she'd want to be remembered for by family and friends, it would be the fact that she's always striving to make others' lives better by supporting them in any way she can. If she had the power to change ONE THING about the world, it would be to make people kinder and more open to others' points of view. She loves finding and sharing easy, delicious recipes that few have tried before, and gets lost for hours in cooking blogs. If she won the lottery, after fulfilling her big money wish list, she would dedicate her time experimenting with new recipes and maybe even starting her own cooking blog, complete with meet and greet tasting events and competitions with mystery ingredients.

Here's what Mary came up with for her unique brand:

"I approach life with an eye for investigating and solving the most challenging problems, transforming chaos into organization and making those I support look effortlessly great. I bring flavor and innovation to everything I do, offering simple, efficient and cost-effective solutions that have a big impact. I love hearing different perspectives and finding ways to incorporate them into a final solution that benefits all."

Now it's your turn! Create your brand statement below:



Module 1: Assignment 2

Congrats! You did it! You now have your very own brand statement! In case you're wondering, this is HUGE! Pat yourself on the back for digging deep and working through it. Your brand statement will serve as your 'North Star' to guide you as you work through the remainder of this workshop!

For now, think about all your work relationships. Your immediate team members, people in other departments, your main customers, your managers, mentors, even interns. Who can you connect with to create opportunities for your unique brand to bring tangible results? Who can you leverage to create opportunities for yourself to be seen, heard, learned from? How can you learn from these individuals? In what ways can you collaborate and grow together? It's time to put all the puzzle pieces together and discover why the universe has put these relationships in your life. Oh, you actually thought they were just random people you happen to work with and encounter? Think again. Each of them is a unique gift to you in some way.

Open your eyes, clear your mind, and SEE these walking gifts. They are there for you to open! I want you to do a HUGE brain dump here! Brainstorm like you never have before. List each person by name and think of the gift of them in your mind. Include those you only know by face (i.e., 'the lady from HR with the red hair') who you've connected with at least once, and enjoyed the experience. What gifts is each person bringing to you, if you would only SEE them?



Module 1: Assignment 2

Congratulations! You're
ready for *Module 2!*

To show proof of work for **Module 1**, please
Submit your **brand statement** to:
support@brandyourselfcareercourse.com