

Determining Your X-Factor – 9 Questions

1. Can you state your three most relevant and compelling brand attributes (adjectives that describe you)?

My top three brand attributes are:

2. Do you know what those around you think is your greatest strength?

Those around me consider my greatest strength is:

3. Can you clearly describe what differentiates you from your competitors?

What differentiates me from my competitors is:

4. Do you have a positioning statement that describes what you offer, for whom and how you're different?

My positioning statement goes like this:

5. Can you clearly describe your target audience – those people who need to know about you so that you can achieve your goals?

My target audience is:

6. Do you regularly Google yourself and proactively manage your brand online?

7. Do you have a coach, mentor, or someone helping you improve yourself?

8. Do you have an area of thought-leadership or specific point of view that you are known for?

9. If you won a million dollars and could do anything, would you still be doing what you're doing now? Why or why not?

Determining Your X-Factor – Notes

What is the X-Factor? _____

First Impressions:

Thumbs up -- _____

Room for improvement -- _____

A rough draft of my personal pitch

Celebrities in your industry and People with the X-Factor

Action Steps -- The following two action steps I will take before the end of 2009 to build my X-factor and create a stronger personal brand:

1) _____

2) _____

Other Observations from Today's Workshop:

