

# YOUR PERSONAL BRAND

## My skills

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## My personality traits

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## My passions

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## How does my brand:

Think

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Talk

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.....  
.....

Look

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## What are the benefits of my brand?

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## If my brand was... what would it be?

An animal.....

A flower.....

A season.....

A car.....

A celebrity.....

A drink.....

A food.....

## Attributes:

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## What is the essence of my brand?

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