

# Evolving Professional

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## YOUR NEXT STEPS

- ✓ Identify your 3 top core values that you share with your best clients and customers. Doing so will give you the basis for creating a values-based brand that in today's market will heighten your chances for success in rebranding.

1.

2.

3.

- ✓ Identify your top 3 unique traits and talents that distinguish you from everyone else in your field. You don't want to create a new yet generic business. You want one that uniquely reflects who you are.

1.

2.

3.

- ✓ Start saying no more and yes less. That is, leverage what you uniquely do and build out the brand identity and platform presence that will bring you a greater return for less of your face time.

Notes:

- ✓ Ultimately update your brand story in a way that is integral to who you are now - not to who you've been. Such a brand story provides the cohesive foundation for you to re-brand yourself or your business intentionally and build your community of potential customers, increase your impact, and earn a higher return.

Notes: