



## Module 3 Discovering Your Brand

Here we are together at Module 3 -- Discovering Your Brand.

This particular section will cover days 10 through 13 on your journey here with Breakthrough Branding.

Lesson 1 -- What is the branding compass? This is when I will go over the four stages of our brand that we will do over and over and over again. It's like a cycle -- every time we get a new position, we start the cycle over again.

In Lesson 2 we will dive into not only what you think about your brand, but also how to discover what others think about your brand, because it's important for you to understand where you are right now so that you can gain a clearer picture of where you want to go.

Lesson 3 is about actually choosing what you want your core to be. What are the three words or the three phrases that drive you that serve as your foundation for what your personal brand is?

I did a blog post recently about an article that I read where a Yahoo! executive was saying that he knew the company was in trouble years ago when they asked all of the employees what one word describes Yahoo! and all of the words were very, very different.

The statement that stood out to me the most was when he said, "It hit me that when you're everything, you're really nothing."

A lot of power in those words, a lot of wisdom.

Well I don't want that to happen to you. So we're going to work together collectively in this module to make sure that you have a clearer understanding of what your foundation is, thereby putting you in the driver seat, and that's what we are after.

Look forward to seeing you at Module 4.