

# BRANDING YOU

## PURPOSE

## PASSION

## BRAND

The more you are able to align your highest and best aspirations with the work you do day-to-day, the more you will accomplish and the more joy you will experience in all facets of work and life. This is the critical first step in career development or job search. It is the beacon light that illuminates those distinctive niches in the market that call out for someone exactly like you.

### IMAGES OF:

**PURPOSE:** Overarching meaning or reason given to an endeavor; the object of our highest desires; compelling dreams or imaginings.

**PASSION:** Unbridled enthusiasm and energy expended in pursuit of our highest purpose.

**BRAND:** “A simple, heartfelt, focused identity that defines what is special about you, your product or services.” (Catherine Kaputa, “Breakthrough Branding”). Associations, memories, expectations that come to mind when people think about you, your product or service.

### POWER QUESTIONS THAT ZERO IN ON:

#### PURPOSE AND PASSION:

- What makes me glad?
- What makes me sad?
- What makes me mad?

#### BRAND:

- What is my unique gift?
- How do people think of me?
- Why do others “choose me” in their range of choices?

## SAMPLE WORKSHEET

- MAKES ME GLAD...

“At a very low point in my life, I received a grant from Washington Women in Need (WWIN). The help included restorative dental work, education and special job training. I was able to get back on my feet and secure employment that enabled me to care for myself and my children.”  
(WWIN recipient)

PERSONAL BRAND:

“Mentoring and uplifting women going through difficult periods in their lives by extending emotional and material support during the transition; enrolling and organizing others with a desire to help.”

- MAKES ME SAD...

“More than half of the workers in the United States surveyed in June 2009 reported that they were unhappy in their work.” (The Conference Board Executive Action Board, NY) Typical reasons include dissatisfaction with promotion plans and lack of fit.

PROFESSIONAL BRAND:

“Inspiring clients in career transition to discover, articulate and communicate their unique strengths to audiences of their choosing, ultimately finding the perfect match between these distinctive gifts and critical needs in the market.” (Grady as consultant/coach)



*“Facilitating the perfect match between your distinctive gifts & critical needs in the market”*

During 2011 Washington State Child Protective Services received approximately 77,800 reports of child abuse and neglect. During the same timeframe the estimated number of children living in poverty in the State of Washington was 284,045 or 18.2% of all children.

PERSONAL BRAND:

“Working with children in therapeutic childcare (2 to 4 years old) with a goal of leaving an imprint on each child, “You are precious, you are treasured and you are beautiful.”  
(Grady as volunteer)

- MAKES ME MAD...

In 2009, 10,839 people in the United States died in alcohol-related automobile accidents. An average of one person died in a fatal crash every 48 minutes.

PROFESSIONAL BRAND:

“Recognizing the critical role of parents in teen drinking, Mothers Against Drunk Driving (MADD) launched the *Power of Parents* program, giving parents the research-proven tools to initiate conversations with their teens about alcohol.” (madd.com)

**CREATE YOUR BRAND**

CHOOSE A PERSONAL “GLAD,” “SAD” OR “MAD” STATEMENT.

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PERSONAL/PROFESSIONAL BRAND:

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