

# **BUILDING YOUR BRANDING STATEMENT**

## **STEP ONE**

Pick one word that energizes you.

When do you feel unwavering conviction? How would someone describe you when you fight for something you deeply care about?

Pick one word that would make the younger version of you proud because of who you have become today.

When are you most generous? How do you care and show up for others? What ignites your imagination? How do you express your gifts?

Pick one word you can grow into.

Who do you aspire to be at your best?

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## **STEP TWO**

Complete the following statement:

I do [so what] for [who] by [how].

Example:

I **[so what]** generate [\$x] in revenue and enhance brand exposure for **[who]** advertisers seeking consumers **[how]** by tailoring strategic campaigns, understanding client objectives, and optimizing ad placements for maximum influence and reach.

Reflect:

### **SO WHAT?**

Why do people care about your results?

What problems do you solve or blockers do you remove?

How do you create impact or drive change?

### **WHO?**

Who are your clients?

What are their goals?

### **HOW?**

How do you help them?

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## **STEP THREE**

Complete the following statements:

When I leave the room, I want people to feel...

When I leave my current role, I want to leave people with...

At the end of my career, I want people to remember me for...

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## **FINAL STEP**

Utilizing relevant pieces from steps 1-3, complete the following statements:

I am...

**Example:** *...a tenacious broadcast ad sales representative with a commitment to connecting businesses with their target consumers.*

I do...

**Example:** *...more than sell airtime; I create dynamic advertising partnerships and leverage my extensive industry knowledge and client-focused approach to create impactful advertising campaigns that drive brand visibility and growth.*

It matters because...

**Example:** *...effective advertising is crucial for businesses to thrive in a competitive market, and I take pride in earning clients' trust and helping them achieve their marketing goals through strategic and engaging broadcast placements.*