

YOUR BRAND AND SPEAKING HOOK



The SpeakerCareer.com Business Blueprint

Module 2 Lesson 1 Action Guide

Overview:

Complete this action guide as you follow along with the complimentary tutorial video located at <https://speakercareer.com/members/blueprint/m2/your-brand/>

How to Discover Your Ideal Speaking Brand

The 5 Best Places to Uncover Your Brand

Brainstorm your life experiences below each of these.

1. Personal Experiences

When have you been through or what have you done that impresses people? What is your mess to message story?

2. Talents

What have you done that makes people say "WOW"? What could you do from stage that impresses people?

The 5 Best Places to Uncover Your Brand, continued

3. Education/Skill Trainings/Studies

What upper-level education have you had or what special trainings have you been through? What have you studied extensively?

4. Productions

What have you created? Books? Audios? Blog? YouTube channel? Photography? Videos?

5. Celebrity

What are you known for? What media appearances have you made? What current events can you connect yourself to?



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Your job is now to choose the ONE best brand. Consider the imagery that you can bring to your marketing materials, as all of your marketing will hinge upon this brand.

After you've decided on one, start an AMA on Reddit.

“(this is my brand) ask me anything about it!”

Now you'll get quantified feedback on what people are interested in.

Not enough interest? Try another AMA on your next choice!



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