



# 4 Steps to Building a Leveraged Incredible Factor Brand

In order to accelerate your brand, you MUST complete the four steps in the process. As a companion to the Brand Acceleration Master Class, please complete each step as outlined in your modules.

## STEP 1: DEFINE YOUR BRAND'S NEXT LEVEL

As a part of Module 1: Define Your Brand, please complete the following questions.

Now that you've been in the marketplace for a while, what is your brand's next level?

---

---

---

How do your core values play into your brand's promise?

---

---

---

What if anything needs to be adjusted to fulfill your brand's mandate?

---

---

---

When you think about your brand what do you desire to see?

---

---

---

If you had to define your brand at the leverage + scale level (or what you want it to be) in five words or less, which words would you choose?

---

---

---



List the 5 words you want to personify your personal brand – these include your core brand values and attributes.

- 1.) \_\_\_\_\_
- 2.) \_\_\_\_\_
- 3.) \_\_\_\_\_
- 4.) \_\_\_\_\_
- 5.) \_\_\_\_\_

Are there specific images and emotions that arise when you think about your five words?

---

---

---

**Your Brand's SOAR Analysis**

Strengths \_\_\_\_\_

---

---

Opportunities \_\_\_\_\_

---

---

Aspirations \_\_\_\_\_

---

---

Results \_\_\_\_\_

---

---



## STEP 2: OWN YOUR BRAND'S NEXT LEVEL

I will develop my brand by creating personal brand statements for each of my core brand attributes.

I use my (differentiating attributes [1 of your 5 words]) to (purpose statement – think USP and problem you solve) for (audience of one). This offers them [what they experience because of your differentiation].

1.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



### STEP 3: UNLEASH YOUR BRAND

- Make your brand real for others by creating an experience for them through your delivery of your products and services
- Up-level your marketing for consistency and wider reach
- How do you show up consistently for your brand both online and offline?
- Create an environment where your community knows you're showing up every single time
- What is your brand's story? (Robert Frost, Sam Cooke, Harriet Tubman)

I will do the following each day to deliver my brand to my clients, colleagues, prospects, employer and sponsors, etc.

1.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5.) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## STEP 4: LEVERAGE YOUR BRAND

- How can your brand impact more people?
- In this phase, it's about exposure and impact – larger stages, media, best-selling books
- Do your offerings allow for you to serve more people? Has customization been prepared for scale?
- Create your Impact Program (your volume play)

I will do the following each day to ensure that my brand remains a true, living breathing example of me in the marketplace; one that I am proud of and excited about.

1.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_