



Your B.R.A.N.D. Compass

Think of this as your personal guide to showing up with clarity, confidence, and consistency. The Compass helps you define not just what you do, but how you do it and why it matters—so you can attract the right clients, collaborators, and opportunities without compromising your authenticity.

Your Core Message and Value

What you do:

How you do it:

Your Standout Strengths, Skills, and Values

Your Top 3 Talents, Skills and/or Knowledge (What you want people to know):

1) 2) 3)

Your 3 most valuable Characteristics:

1) 2) 3)

Your 3 most important Values

1) 2) 3)

Phrases that pay (Something someone says that makes me think of you and your business)

1)
2)
3)

My Power Partners:

1) 4)
2) 5)
3) 6)

How You Can Introduce Me To A Prospective Client or Power Partner: