

## Personal Brand Guide

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Logo:



### Brand Statement and Targeted Brand Statements

<b>Personal Brand Statement</b>	I push myself to become the best I possibly can. When others think of me they think of fun, leadership training, and inspiration. I stand out because no one inspires and trains students like I do.
<b>1<sup>st</sup> Targeted Brand Statement</b>	To my two kids, I am a patient and fun father who demands the best of them and loves them.
<b>2<sup>nd</sup> Targeted Brand Statement</b>	To the students I work with, I am professional, inspiring, and the voice that never lets them settle for anything but their best.
<b>3<sup>rd</sup> Targeted Brand Statement</b>	To my friends, I am fun, supportive, and a great listener.

### Brand Communication – Things to work on over the next 3 months.

<b>First Impressions</b>	I will improve my first impression on my Facebook landing page by hiring a professional to customize it.
<b>Listening Style</b>	I will push myself to listen first and speak second.
<b>Non-Verbal Communication</b>	I will buy some new cloth for professional networking events.