

Personal Branding: Who's life is it anyway?

In today's challenging environment, personal branding can be a vital part of your personal development. It is an extremely effective means of increasing your personal impact, confidence, and motivation, which results in increased personal effectiveness. Through personal branding, a positive self-image can lead to a cycle of confidence and success which can help you to avoid being clones or positioned in a neat restrictive category. It helps you to overcome stereotypes or prejudices. Maybe you have reached an impasse? Or you are seeking a more competitive edge? Personal branding was invented for people like you. So how do you make an impact in today's very competitive market place? We can learn much from the brands around us. Which brands inspire you? By answering this question, it should start to reveal elements of your personal brand.

New Year Resolutions

So before it gets to New Year's Eve and you are thinking about those New Year Resolutions, how about preparing in advance. Below are the 10 questions that you should ask yourself in preparation of the development of your personal brand.

The questions are straight forward, but the answers are never simple. In order to take quality time to find your answers, first of all, you need to be away from any source of distraction. You cannot analyse your deepest feelings and thoughts and watch a movie at the same time. Secondly, you need to take time out to ask yourself these series of questions that will help you to better determine what is important to you. You should set aside at least several hours to ruminate and consider these questions.

1. What do I really want?

The question of the ages. So many things you want to do with your life and so little time to even go about during the day.

2. Should I really change?

If history has taught us one thing, it's the life that we have gone through.

3. What's the bright side in all of this?

With so much is happening around us there seem to be no room for even considering that light at the end of the tunnel. We can still see it as something positive without undergoing so much scrutiny.

4. Am I comfortable with what I'm doing?

There's always the easy way and the right way when it comes to deciding what goes with which shoes, or purse, shirt and whatnot. It doesn't take a genius to work out that we are not equal in everything we do. Variety brings in very interesting and exciting questions to be examined.

5. Have I done enough for myself?

Have you done enough? Is there something more you want to do? Discontentment in every aspect can be dangerous in large doses, but in small amounts you'll be able to see and do stuff you could never imagine doing.

6. Am I happy at where I am today?

Do you get satisfaction from the simple things in life? Or are you constantly striving for the next new experience?

7. Am I appealing to the opposite sex?

Whether you shape-up, change the way you wear your clothes or hair, or even your attitude towards people, you should always remember it will always be for your own benefit.

8. How much could I have?

In this case there is no such thing as having too much or too little, but it's more a question of "How badly you really need it? May be you would like to have lots of money, but the question is "What are willing to do for it?"

9. What motivates me?

What motivates you? It's an answer you have to find out for yourself. There are so many things that can make everyone happy, but to choose one, may be the hardest part.

10. What is my passion?

Reminisce about the times when you were most happy in your life. What brought about such happiness? May be read your favourite book, listen to your favourite music, watch your favourite movie, play your favourite sport for some clues.

By answering these questions you are taking the first positive step to considering your personal brand.

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