



## ***Harnessing Your Superpowers to Build a Personal or Professional Brand***

Featuring:  
**Keltie Knight**

At Marshalls, we believe that women deserve the good stuff in life. But for so many reasons, the things they want can feel just out of reach. That's why we're creating programs to help provide women with the tools, resources, and communities they need to feel financially empowered, make meaningful connections, embrace their self-worth, and show up with confidence. All in service of helping women access the good stuff in life. Because we want to bridge the access gap between where they are now and where they know they're capable of going. Between their vision board and their reality.

In partnership with Keltie Knight, Emmy Award winning E! News co-host and host of the LADYGANG podcast, we're bringing you practical tools for building your personal and professional brand with intention.

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Follow Keltie Knight on  
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# ***Building Your Brand***

## ***Setting the Stage***

A personal brand and a professional brand are both ways of presenting oneself. They differ in scope and context but are equally important.

A personal brand is the way an individual presents themselves to the world, reflecting their unique combination of skills, experiences, values, personality, and passions. It is broader, encompassing all aspects of your life. It encompasses:

- ♥ ***Who you are:*** Your core identity, values, and beliefs.
- ♥ ***What you stand for:*** Your mission, goals, and areas of expertise.
- ♥ ***How others perceive you:*** Your reputation and the emotional connection you create with your audience.

It's often crafted through platforms like social media, blogs, public speaking, and networking, and is applicable in both personal and professional spheres.

A professional brand is a focused representation of an individual's professional / product identity and value in a specific industry or career. It includes:

- ♥ ***Your professional skills and expertise:*** What you're known for in your career field or your product you create.
- ♥ ***Your career achievements:*** Certifications, awards, or significant contributions to your field.
- ♥ ***Your professional presence:*** How you carry yourself in work settings, including online platforms like LinkedIn or professional networking events. The quality of the product you put into the world.



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## Part 1. Your Superpowers

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**Reflect on your strengths.** What are you naturally good at? What do others often compliment you on? What unique combination of strengths makes you stand out?

Write 3-5 strengths in the space below. Examples: Public speaking, listening, leadership, writing, problem-solving, networking.

*Keltie's example: (1) speaking in public, (2) making people feel comfortable, (3) making lists and organizing steps that need to be taken for success, (4) sales.*

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## Part 2. Your Mission Statement

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**Now take everything you've uncovered so far to help you create your "Mission Statement".** This is something you can come back to over and over again when you have to make decisions in your life and career to make sure that you are choosing the best steps to fulfill your true focus.

**Example Template:**

"I am [who you are], passionate about [what you love], and known for [unique qualities/skills]. I strive to [impact or contribution you want to make]."

**Keltie's example:** "Keltie Knight is a three-time Emmy Award winning Television personality and NYT bestselling author. Known for her humor and resilience, she strives to empower others to embrace their unique journey."

Write your MISSION STATEMENT here:

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## Part 3. Vision to Action

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**Write down three immediate actions I want to take after this session to elevate and amplify my brand:**

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