

## 8 QUESTIONS YOU CAN ASK YOURSELF TO DEFINE YOUR PERSONAL BRAND



A handout from *Reach More Early Childhood Clients Through Marketing*  
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So, you are or want to be a consultant who provides services to early childhood education organizations? There are a few questions you can ask yourself to define your brand so clients will know who you are and what you offer, and you can use the information to promote yourself. The provocations below will help you reflect and build your personal brand. Think about the questions as if you were your target client. What do they need to know about you? What are they looking for in the consultants they hire?

When it comes to early childhood education:	Your reflections:
What are you most knowledgeable and passionate about? What problems can you help clients solve?	
What are your values and how do they shape your work?	
What is your vision? What do you hope to achieve with your work?	
How do you define yourself within the early childhood field. Who do you know and align with? Who should you know? Who inspires you? Who do you inspire?	

<p>Who is your ideal client/target audience? What are your clients like? What are their challenges?</p>	
<p>What services do you provide?</p>	
<p>What makes your consulting and your services different, special, or better than other consultants who do what you do?</p>	
<p>What is your brand personality? Your voice, images, fonts, colors, and tone?</p>	