

# YOU ARE THE BRAND

WITH EMILY FORD

## TAKING STOCK

What major roles do you play in your life right now? (e.g., spouse, parent, entrepreneur, etc.)?

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What word or two would you use to describe your reputation in each of these roles right now? (Be honest – we're going to work on elevating your brand in the future!)

Role	My reputation now is...

## DEFINING THE UNIQUENESS OF YOU

What do you love doing day to day?

What are your values?

What is your zone of genius?

What topics do you share/talk about that really connect with other people?

### EMILY'S "REPUTATION" ACTIVITY

On social media (Facebook, Instagram, LinkedIn) and/or while sitting around your dinner table with your family/friends, ask this question:

*"What is one word that comes to mind when you think of me?"*



## CONTENT PILLARS

What are the things you love to talk about? What are the things that you're good at, that bring out your true authentic self? Those are your Content Pillars!

Write down your top three to four Content Pillars below:

**Content Pillar #1:**

**Content Pillar #2:**

**Content Pillar #3:**

**Content Pillar #4:**

Content Pillar #1:	Content Pillar #2:
<p data-bbox="375 531 594 562">Deeper topic #1:</p> <p data-bbox="375 800 594 831">Deeper topic #2:</p>	<p data-bbox="1029 531 1248 562">Deeper topic #1:</p> <p data-bbox="1029 800 1248 831">Deeper topic #2:</p>

Content Pillar #3:	Content Pillar #4:
<p data-bbox="375 1404 594 1436">Deeper topic #1:</p> <p data-bbox="375 1673 594 1705">Deeper topic #2:</p>	<p data-bbox="1029 1404 1248 1436">Deeper topic #1:</p> <p data-bbox="1029 1673 1248 1705">Deeper topic #2:</p>

## THE “SHOW UP” CHALLENGE

On social media, post a picture of yourself and say, “Here are 10 things you may not know about me.” Then share 10 things that define you and your brand.

Be sure to tag [@itsemily](#) and [@deangraziosi](#) on Instagram



## Ask GG!

Feeling stuck on identifying deeper topics for your Content Pillars? GG, your Mastermind.com AI assistant, can help! Edit the text in brackets and paste the following prompt into a conversation with GG:



“I am a [coach] who helps [women in executive roles create strong cultures in their organizations]. My Content Pillars are [leadership, company culture, using humor to bring people together, and creating community.] Can you help me brainstorm some deeper topics in each of these Content Pillars?”

GG is great at taking feedback. Want more suggestions with a different angle? Just ask!