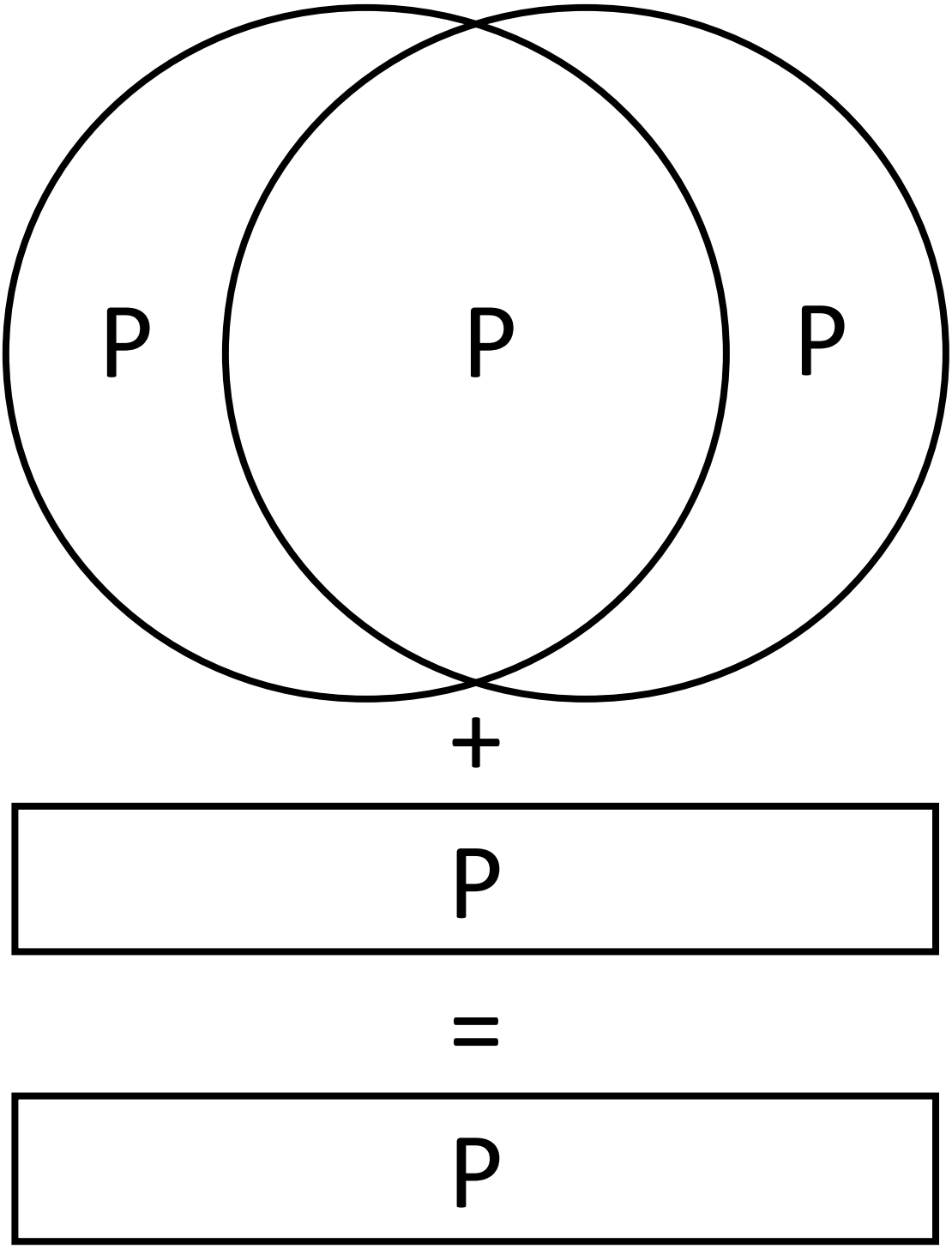
Finding & Expressing Your Purpose

A Blueprint for Building a Powerful Signature Brand

The 5 Ps Personal Branding and Client Attraction Model
created by Jennifer Henczel



Inspired Intro

Open with a compelling question or statement:

_____

My name is_____ **and I help** (Who? brief avatar)

_____

_____

To do what? (Use stories whenever possible) _____

_____

_____

So they can (result/outcome)_____

_____

_____

I invite you to connect with me… (Your call to action CTA. What do you want people to do next?)

_____

_____

NOTE: Be prepared with a message for your ideal audience BEFORE you go to an event or outing. Guess what, whether you're in business, or serving your family and community, this is your personal branding statement. Express who you are, what you do, and the problem you solve in 3 – 5 sentences. Be more impactful and memorable in 20 seconds, than rambling on for 5 minutes. You can do it!

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https://www.inspiredinfluencers.com/powerwords/

Need more in-depth help with all this? We cover that in our 1-1 Strategy Sessions. Contact Jennifer Henczel of Inspired Influencers.