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#1 Best-give away to supercharge
your business!

PERSONAL BRANDING 101

"Help others as you would have them help you".

~Yolanda Benning

— CONTENT —

CREATOR

YOLANDA BENNING

A content creator is someone who is responsible for the contribution of information to any media and most especially to digital media. They usually target a specific end-user/audience in specific contexts.

www.iamYBenning.com

WHO

WHAT

HOW

WHY

PUT

IT

ALL

TOGETHER?

POSITIONING

STATEMENT:

I HELP _____ **TO**
Community/Organization/Tribe You Serve

_____ **BY**
What Do You Do To Help Others? (Max3)

_____ **THAT**
How You Help Others

_____ Why: Emotional Impact You Create

POSITIONING

STATEMENT:

I HELP Companies of all sizes, Business, Start-Ups, Services or Products **TO**
Community/Organization/Tribe You Serve

Stand Out! So tat they DO NOT Look, Walk, or Talk like anyone else **BY**
What Do You Do To Help Others? (Max3)

Carving Out the Right Language, the Right Message, the Right Design, Look & Feel **THAT**
How You Help Others

You can actually make people WANT your product or service
Why: Emotional Impact You Create

Need the extra push?

Be accountable for your sucess.

Join our Facebook Problem Solving group of creative entrepreneurs, small business owners, start-up companies, freelancers, and content creators, in an open and collaborative forum.

www.facebook.com/groups/businessproblemsolving