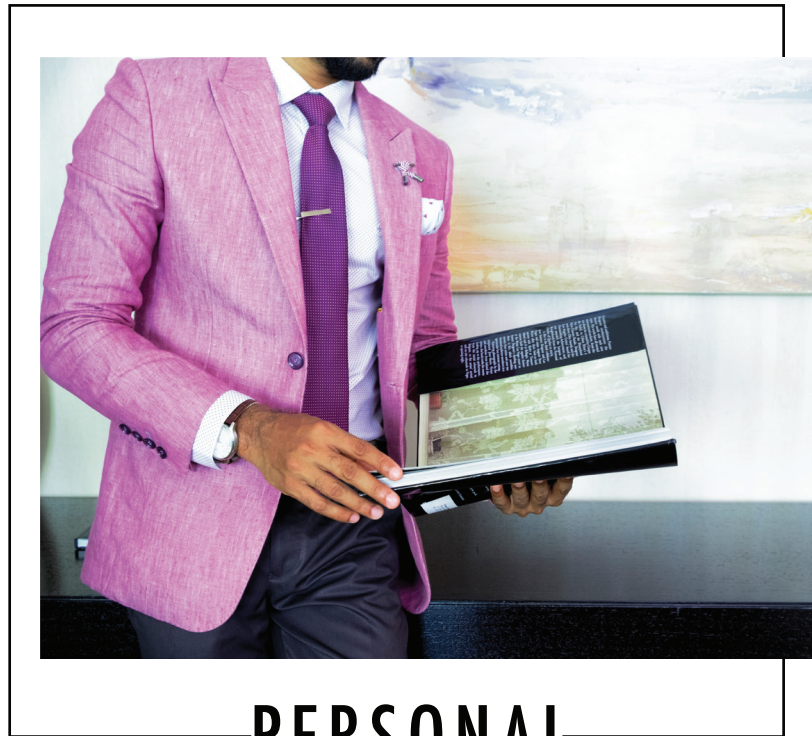


# 6 STEPS TO A SPECTACULAR



PERSONAL  
BRAND

**MIA LAMOTTE**  
IMAGE CONSULTING AND PERSONAL BRANDING COMPANY

*Let's connect*  
@MIALAMOTTE



# WHAT IS A PERSONAL BRAND?

A personal brand is prescribed image or impression in the mind of others about yourself. A personal brand can include details such as, the way you dress, act, communicate and present yourself online. The items listed above are important factors that determine your future success, in more than one way.



**MIA LAMOTTE**

**“The modern day professional is about looking unique, stylish, sophisticated, presentable and unforgettable.”**

When you build a personal brand that is true to you, it can captivate others and leave them with a perception that is unforgettable. Your brand also allows you to shine and boost your self-worth, giving you a zeal that will attract people.

**The brand you create is not faked, it is an authentic, deep-rooted and heart-felt process.**

# DETERMINE YOUR FAVORITE BRAND

## STEP ONE

Knowing your favorite brand can help you align with their goals and perception. Understanding this will gain you insight into whom you want to become.

Look at your favorite brand from three different perspectives, to gain insight into who they are and what makes them unique from competitors.



Ask yourself these questions about the brand:

What describes your brand?

What makes them stand out from the crowd?

What do you and your brand have in common?

Key information:

There are three key phrases Lexus uses to describe themselves.

**MIA LAMOTTE**

**“One of my favorite brands is Lexus. The tagline for Lexus is Experience Amazing. Lexus continues to achieve that statement by inspired designs, relentless innovation, and uninhibited performance.”**

# TELL ME

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The perception others have of you is valuable information for knowing what is effective about your personal brand. Feedback can be an intimidating factor, however this information can allow you to strengthen your weaknesses.

Listening to what others say about you does not necessarily mean that you should act on it. Choose to take it or leave it. However, when you hear three or four people continue to make comments about you, consider looking into those areas. If you can take steps to improve that section of yourself, make an effort to develop that area.

**Building your personal brand is a journey and doesn't happen overnight.** All the little things add up to make your personal brand professional such as your style, confidence, posture and gestures.



What feedback  
are you ignoring?

## STEP TWO

# PLAN IT

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## STEP THREE

Improving yourself can be overwhelming and difficult, however investing the time and money, will give you a return that is irreplaceable and everlasting. The best place to invest your time and money, is in yourself. Start by creating a plan, which will give you the power to map out the areas of improvement. Your plan will include all the elements needed to allow your brand to stand out from others. Designing a personal brand includes colors, personal styling, communication coaching and a digital presence analysis. Establishing these key points will allow you to create a strong presence with others, causing them to be inspired.

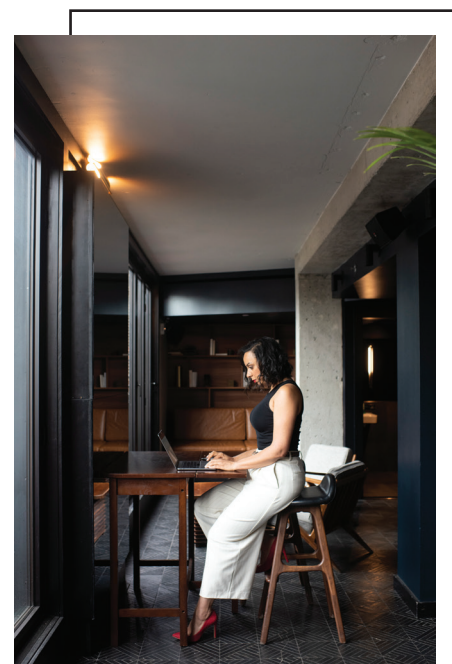


What is your first step in your plan?

# DO IT

You've done your research, you have planned out your brand, now it is time to execute.

Being proactive is the most effective way for your brand to be noticed. A tip on being effective is accountability, find yourself another personal who will keep you committed to your plan. Having an accountability partner will allow you to achieve goals and objectives that you have set for yourself.



Executing your personal brand will give you a lifelong sense of fulfillment and self-development.

Who is going to keep  
you accountable?

## STEP FOUR

# MAKE TWEAKS

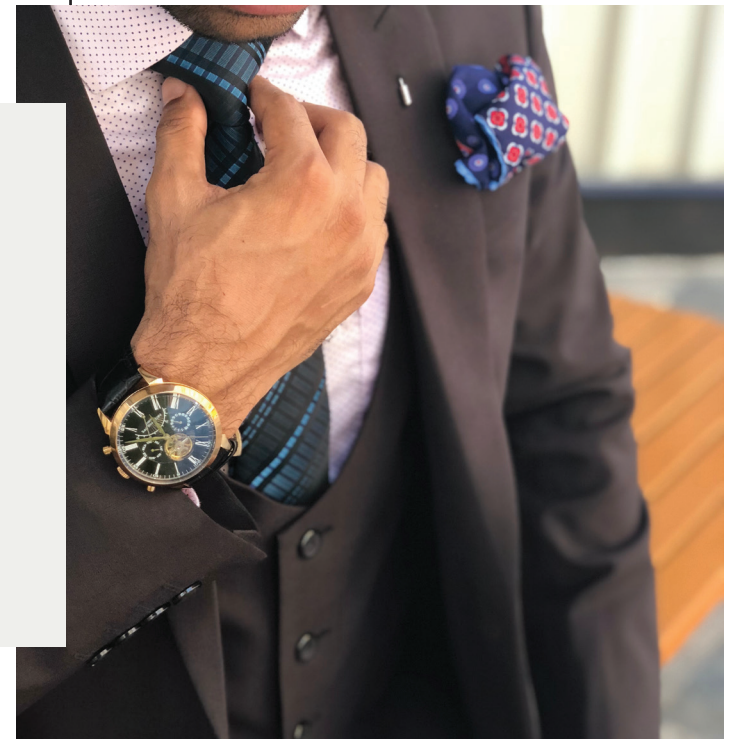
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Life is ever changing, and so is your personal brand. Don't be afraid to make tweaks to your evolving personal brand. With the right plan, a personal brand can thrive through changes and builds you to be more flexible in the face of hardships.

## STEP FIVE

**Allow your personal image to evolve to ensure that your overall plan works.**

**Making adjustments can be minor changes, with a large impact.**



**What minor changes  
can you make?**

# OWN IT

Know your unique qualities and show them off to the world.

Authenticity is the pillar of personal branding, show your true authentic self to others.



What can you  
do to empower yourself?

## STEP SIX



# IMAGINE YOURSELF THREE OR SIX MONTHS FROM TODAY...

Who will you be?

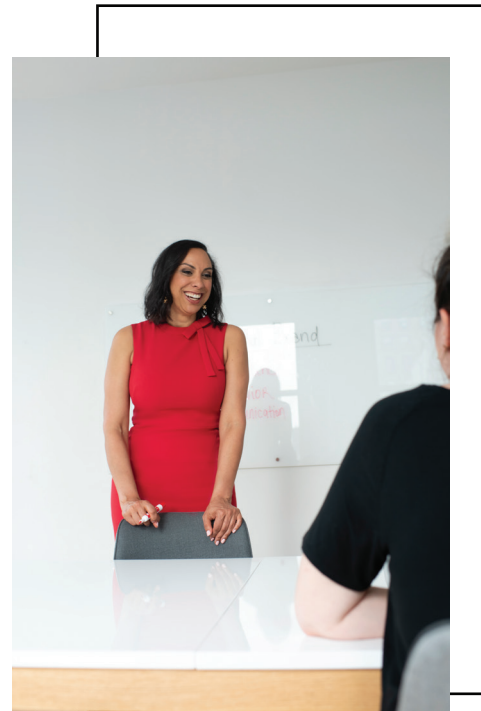
Will your current personal brand support you, grow and evolve with you?

Will the fog around your desires and goals dissipate, allowing your path to become clear?

Are you driven by your mission,  
connected to purpose, feeling clear  
about your vision for life?

Are you living each day on your own terms?

**LET'S BUILD  
YOUR BRAND**

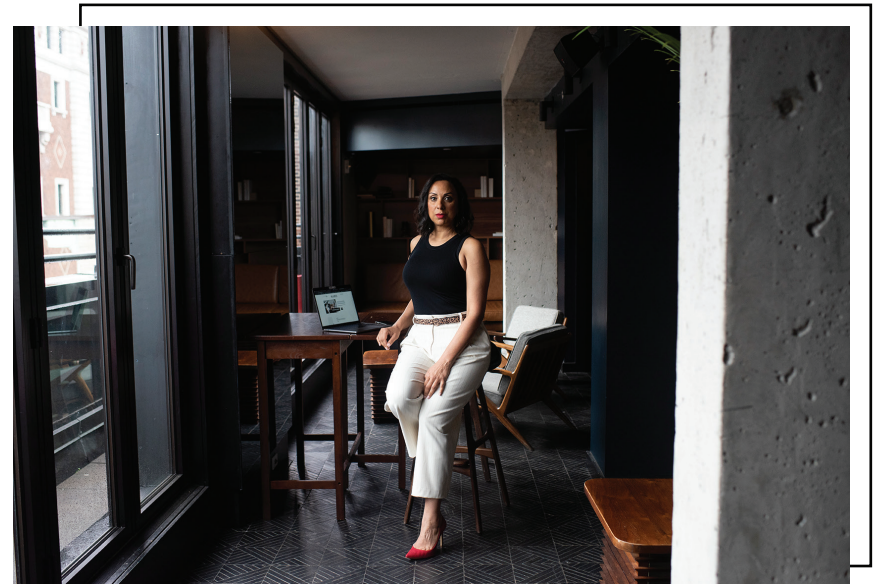


# MIA LAMOTTE

IMAGE CONSULTING AND PERSONAL BRANDING COMPANY

If YES, congratulations! You are already on your way to being a powerful and successful business person! A professional can help you make sure your brand will continue to grow and evolve with you for many years to come.

If the answer is NO, and you are ready to make a change, but have no idea where to start, you can begin today, in this very moment by seeking the support of a professional who will put you in the driver's seat of your life!



MIA LAMOTTE, IMAGE CONSULTANT

A PROFESSIONAL WILL GUIDE YOU STEP BY STEP TO FULFILL YOUR GREATEST DESIRES!

SCHEDULE A SESSION TODAY!

