



BRAND CHARACTERISTICS – UNIQUE ATTRIBUTES SURVEY

Dear (Insert Person's Name),

I am exploring my own individual brand and examining what authentically differentiates me.

One of the exercises in this process is based on the idea that we all possess a combination of talents, interests and capabilities that are unique to us. Once the attributes are defined, my goal is to consider how they reflect my personal brand and how I can actively integrate them into my behaviors and my brand statement. I would be glad to tell you more about it in detail.

With this part of the exercise I am asked to explore external perspectives and that's where you come into play. I thought of you due to our interaction and because I trust and respect your opinion. I would really appreciate your consideration of the following question and sending me your response in the next few days so I can continue.

What would you characterize as my unique attributes? (One's unique attributes include talents and affinities, characteristics that describe my expertise, how I do things, and anything else you consider to be defining traits.)

Thank you very much for answering this question for me! I'll keep an eye out for your response.

Thanks again,

(Add your information here)

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mission-critical objectives with Michele?*



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