

# Personal Branding

Your WHY for being in business is **HUGE**. Your story and your why are the foundations of your brand.

Knowing your true mission will bring you clarity and ease in your business. This foundation will drive the narrative of the content that you share.

Your why should never be... “I want to help other people because I feel it's right” It needs to be more personal, get deep and get real.

People need to feel it and understand it... resonate with it... Your WHY needs to hit home with people and that is what will make them want to follow you and work with you.

