

Personal Branding | Design Your Ideal Life

Take a blank sheet of paper or open a word document and answer these seven questions without thinking too much.

- What do you love to do so much that you'll pay to do it?
- Who are your heroes or role models? List 5 of them
- What do you like about these people?
- What is your gift, talents, passion?
- What was your dream when you were younger?
- Which goals would you have loved to achieve back then?
- Take each goal in turn: see it, feel it...what do you value about it? E.g. Learning, excitement, joy, harmony, solving problem, beauty, caring, spirituality, feeling great, etc.
- What is important about these values?
- Pick your top three values
- Describe in a short sentence what your perfect job is or look like.
- What do you achieve outside your work? Your ideal hobbies.
- How do you spend your time with your friends and loved ones?
- What is the impact of your job on other people? Where? Local, national or international impact?
- What are these people able to achieve because of your work?

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Use your creativity and write your answer, draw them, speak it on audio or create a video. Share this brainstorming with 3 trusted friends and ask them how they see you as you described yourself.



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