



Identify Influencers In Your Market

So, now it's time to start to craft your leadership style. The next step to building your personal brand - is to clarify how you wish to show up in the world! And the first step is to get more familiar and informed on the people, conversations and thought leadership that are already impacting your market or industry.

To help you build your own unique voice and vision, it's vital to research your market to find your niche or a gap in the market you can step into confidently.

By researching your market, you will soon figure out where you and your personal brand fits into the bigger picture and identify your unique perspective.

Suzie





1. RESEARCH industry influencers that you admire and cut and paste the direct links to any online platforms, social media platforms or blogs you have already set up representing your business and/or your personal brand.

		NAME/ BUSINESS:
	Website	
	Blog	
in	LinkedIn	
•	Facebook	
0	Instagram	
Y	Twitter	
You Tube	YouTube	
G+	Google+	
		about their personal brand, leadership style, tone and voice and public persona?
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Viewpoints/Insights		
Target Audience/Niche		
Leadership Style/Image		
Language/Tone/Voice		
What I Like		
What I Don't Like		
Partnership/Association		









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Language/Tone/Voice		
What I Like		
What I Don't Like		
Partnership/Association		









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WHAT'S YOUR POINT OF DIFFERENCE?

1. What is the first impression you would you like make when people Google you and see your public persona?
2. What are keywords would like to people to use when describing you, your brand and what you stand for?
3. In what ways do you want to distinguish your image from others industry leaders or influencer's in your market?
4. In what ways do you want to distinguish your tone and voice from others industry leaders or influencer's in your market?
5. What are the gaps in the conversations or aspects of your thought leadership you can add that is missing in your industry?
6. What does your market value? What and who is your market investing their time and money on?