



**Can Fit Pro 2019  
Session 4322**

**The Brand Called You  
Presented by  
Petra Kolber**

**Appreciative Inquiry**

I am a:

Currently I am known for:

My Current Introduction Is: (Elevator Pitch)

I would like to be:

I Would Like to be known for:

My new introduction is:

**My Strengths Are:**

I can use these strengths in my next move by:

Areas I need help in are:

The people I need to ask for help are:

People I know:

People I need to connect with:

**Point of Difference**

What are the 3 largest problems your work/methodology/Idea – are capable of solving?

- 1.
- 2.
- 3.

What are the 3 largest problems your work/methodology/Idea – are capable of solving **unique to anyone else?**

- 1.
- 2.
- 3.

Where Is the maximum pain point? The greatest opportunity to serve occurs at the point of maximum pain. Write a bit about how the type of pain that your methodology /idea can lessen.

**Who Is Feeling That Pain? This is your Target Market/ Your Avatar.**

**Demographic:**

- Age
- Location
- Gender
- Income level
- Marital or family status
- Occupation

**Personal Characteristics:**

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior

**Am I A Match?**

Are there enough people who fit my criteria?

Will my target really benefit from my product/service? Will they see a need for it?

Do I understand what drives my target to make decisions?

Can they afford my product/service?

Can I reach them with my message?

Are they easily accessible?

**Action Steps**

1. Find a mentor
2. How can you help them?
3. Build your network
4. Claim your Domain
5. Use Social Media to Rebrand Your Message
6. Begin to capture E Mails:
  1. My first opt – in will be:
7. Pick one area to expand your reach and become the known expert:
  - Social Media
  - Writing
  - Video
  - Live Online
  - Podcast

**Resources:**

[www.helpareporter.com](http://www.helpareporter.com)

[www.canva.com](http://www.canva.com)

[www.99designs.com](http://www.99designs.com)

[www.fiverr.com](http://www.fiverr.com)

[www.upwork.com](http://www.upwork.com)

[www.hiremymom.com](http://www.hiremymom.com)

**Let me Know How I Can Support You**  
Petra@petrakolber.com