

CMJ

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MY BRAND FOUNDATION

Your Brand Statement:

I am a communication strategist who uses out-of-the-box strategies to assist individuals in creating, maintaining, and communicating their Brand Value.

A quick way for you to stand out, be firm about why you do what you do, show some personality, and clearly define your brand and who you serve.

Uses:

To Create and Edit Marketing Pieces and
Communicate consistent and effective messages
formally or informally.

Who Do You Serve?



WHO AM I TARGETING? WHO IS MY
MESSAGE BEING CRAFTED FOR?

BE AS SPECIFIC AS POSSIBLE.

What do You Actually Provide?



AFFECTIVE SKILLS :

1 .

PROOF:

2 .

PROOF:

3 .

PROOF:

PROFESSIONAL SKILLS :

1 .

PROOF:

2 .

PROOF:

3 .

PROOF :

What do You Offer That's Different ?

BRAND BUILDING BLOCKS :

ADJECTIVE 1 | ADJECTIVE 2 | ADJECTIVE 3

ADJECTIVE 1:

PERSONAL EXPERIENCE AS PROOF:

ADJECTIVE 2:

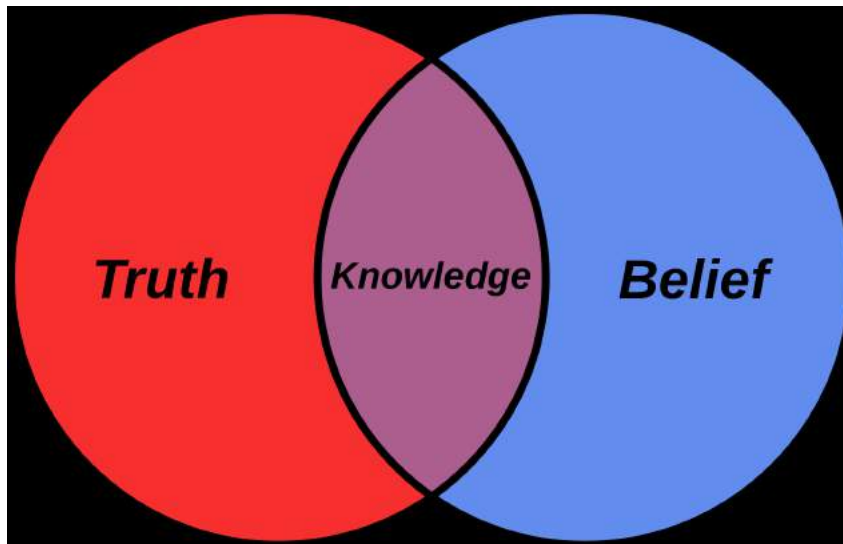
PERSONAL EXPERIENCE AS PROOF:

ADJECTIVE 3:

PERSONAL EXPERIENCE AS PROOF:

REFERENCE AS PROOF:

Why Do You Care?



Connect your belief system to your BRAND Building

- Blocks.
- A. You state that you are Adjective ____, Why? What made you this way?
 - B. How was this belief system created.

REFERENCES

PERSONAL | PROFESSIONAL | CHARACTER REFERENCES

