

*"Authenticity is letting go of
who you think you should be in
order to be who you are"*

- BRENE BROWN

BRAND AUTHENTICITY CHECKLIST

1. MY TOP 5 BRAND STRENGTHS ARE

2. MY UNIQUE POINT OF DIFFERENCE IS:

3. MY BRAND ARCHTYPE IS:

4. MY BRAND ENERGY (SUPERPOWER) IS:

5. MOMENTS THAT MAKE MY BRAND STORY ARE