

DARE to be  
**EXPOSED**  
FOR THE *Success*  
you REALLY are.

# Ten Steps To Awaken The Power Of Your Personal Brand!

By Diana Bishop

# DARE TO BE EXPOSED

## For The Success You Really Are!

### Introduction

Companies invest a lot time and effort on developing their brands. Why shouldn't that be true about people?

Just like a company's brand is built on defining and packaging what makes it special and unique, I believe personal branding is also about packaging ourselves to reflect who we are and what we stand for at our very core.

Maybe you want to raise your profile and reputation in your field and industry. Perhaps you are thinking about reinventing or repositioning yourself. Whether that prospect is nagging at you, or has been imposed upon you through downsizing or layoffs, you may be looking to take who you are and what you stand for to a much higher level.

You are not alone. With so many people wanting to bring more meaning to their personal and professional lives, many of us ARE looking for ways to stand out and differentiate ourselves---especially when we feel we have something special to offer, and want people to understand and benefit from the value and contribution that we think we can provide.

Like most people, I once confused personal branding with hiring an image consultant and starting a Facebook page. Boy did I have that wrong. In fact, in the process of re-inventing myself, I actually stumbled upon my personal brand. It turned into an incredible journey of self-discovery that led me to a whole new life and business. I also ended up helping hundreds of people in business, politics, law, healthcare, fashion and entertainment to do the same.

In the following chapters, I invite you to take that journey with the help of my **Ten Steps To Awaken The Power Of Your Personal Brand!**

A word of caution. If you are serious about this new path, you have to be prepared to be open, vulnerable and exposed. There is no payoff without taking the risk to be who you really are.

I guarantee it will be worth it. So I challenge you---as I did for myself and believe me, there were some surprises along the way --- to get out your branding iron and ***Dare To Be Exposed For The Success You Really Are!***

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### Step #1: Get Out Your Branding Iron!

When I was a little girl, I used to sneak upstairs to my parent's bedroom and rummage through my father's underwear drawer. Ok, it sounds weird, but it was there, until the family donated them to Canada's War Museum in the nation's capital, that we kept my grandfather's war medals.

War medals are a piece of history in anyone's family. However, my grandfather's are in a class of their own. That's because my grandfather is Billy Bishop, the Commonwealth's most famous World War One Flying Ace who shot down 72 German planes.

Billy's main rival was Germany's Baron Von Richthofen whose final score was 83 Allied planes. Think Snoopy versus the Red Baron in the Peanuts comic strip and you get the kind of mythical status my grandfather and these remarkable first knights of the air achieved.

In fact, since his death in 1956, my grandfather has been the subject of books, documentaries and a highly acclaimed play called 'Billy Bishop Goes To War'. There have also been stamps, streets, bars, cafes and even a couple of airports named after him as people's fascination with his unique place in history continues to this day and well beyond.

Sadly, I never knew him. Billy died when I was just three years old. Still because of his iconic stature, he has lived on both as an enormous influence in my own life but also in the imagination of thousands of others.

No question about it. My grandfather is a brand. In fact, one of most enduring personal brands in Canada!

And I believe that's how I became fascinated with branding in the first place. It made me wonder – ***Do famous people develop a brand because they***

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***are famous? Or do they become famous because they have and know their brand? And do you have to be famous to have a brand?***

I am certainly not famous. But I have on a few occasions felt what it was like to experience that Andy Warhol moment, the so-called 15 minutes of fame.

Once such time was thanks to my father.

Consider what it must have been like to be the son of a world-class war hero, and you will begin to appreciate my father, a man hell bent on proving himself.



In the 60's as I was growing up, my Dad ran a public relations business where he rather shamelessly liked to exploit my younger brother and I to help him promote his client's products.

On one such occasion, Dad asked me to meet him at Toronto City Hall after school. When I arrived, I saw my father and his photographer waiting for me with a hula-hoop.

This was 1967, Canada's Centennial Year, with the highlight of the summer being the world's fair in Montreal. The popularity of the hula-hoop had certainly dwindled since it's heyday in the 50's, but it was my father's mission to stage a comeback using me as his less than enthusiastic accomplice.

"You can hula-hoop right?" Dad asked.

"A little but I haven't done it in awhile," I told him honestly.

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“Doesn’t matter. Just take off your shoes and wade into the reflecting pool and fake it while we take a few pictures.”

I was now fourteen years old and my prime hula-hooping days were behind me, and so as I struggled to move my hips and keep the darn thing from falling down, I noticed a crowd was gathering.

“Keep going. You are doing great,” Dad shouted as a news photographer, a TV camera crew and finally an industrious reporter took off his shoes and socks and waded over to me to ask a few embarrassing questions

---

“How long have you been hula-hooping?”

“And when did you decide to hula-hoop your way to the world’s fair?”

Whaaaat?

That’s how I found myself BRANDED as Canada’s Hula Hoop Queen – creating quite the buzz along with a short but successful revival of the hula hoop---much to my father’s and his client’s delight. Needless to say, my hula hooping certainly improved.



And all of this was making me think – if I could be branded for a summer with so little to go on, what kind of brand could one create based on a genuine discovery of who you are and how you are unique?

***So, perhaps you don’t have to be a famous person like Billy Bishop to have and know your brand. But I’m convinced that you DO have to think like one! And that starts with considering that each of us is and can develop a personal brand.***

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### Step #2: It's All About Your ONE THING!

Yes, indeed, just like companies develop their brands, so can people. And you don't have to be famous to have a personal brand. So what IS personal branding then?

One of my favorite all time movies is 'City Slickers' with Billy Crystal. Have you seen it? It's a story about a guy who has hit middle age and has lost his zest for life.

So Crystal heads off on a cattle drive across the American Midwest to find his purpose, and in this one wonderful scene, he is riding alongside a weathered old cowhand typecast perfectly by actor Jack Palance.

With a cigarette dangling from the left side of a parched mouth and in a voice raked over gravel, Palance begins this memorable exchange.



"Do you know what the secret to life is?"  
Palance asks.

Crystal who, up to this point, had not been able to get more than a grunt or a spit from the old curmudgeon responds quickly with –

"No, what?"

Palance then holds up an index finger and utters one word.

"This."

"Your finger?" asks Crystal being a smart ass.

Nonplussed, Palance pauses and says – "One Thing'.

Another Pause and then great emphasis.

"Just one thing."



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Still holding up his finger, the old cowboy adds --

"You stick to that One Thing and the rest don't mean shit."

(Excuse his language)

Crystal now aware that he is being given a nugget of lifelong wisdom, however brief, asks--

"That's great, but what's the One Thing?"

Palance delivering the pivotal line in the movie replies weighing heavily on every word --

*"That's what you gotta figure out."*

I agree wholeheartedly. Personal branding starts with identifying that One Thing in your life that you love to do more than anything else, that one thing that actually gets you up in the morning.

The interesting thing is most people don't know what that is and even if they do they don't appreciate it.

Often they also mistake it for what they do. How many of us define ourselves or are defined by our role, job or profession? "I am a father." "I sell real estate." "I am a lawyer." While important to know, this is limiting and confining.

Imagine instead that you are a "Barrier Buster", an "Operations Transformer", or a "Big Idea Optimizer". That's different isn't it?

Do these descriptions intrigue you to know more about these people because they are all real people that I have worked with?

Do they also make you wonder how you might define yourself this way and what impact that might have?



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### **Step #3: What Are You REALLY REALLY REALLY Good At?**

In my opinion, to find your “One Thing”, you have to figure out what you are really, really, really good at. Three reallys – yes really, because this is no ordinary talent you have. It is not about being good at singing, math or playing the game of bridge.

Once again, a little about my story might help you understand what I mean.

My background is journalism and I was lucky enough to get my first job in television at the Canadian Broadcasting Corporation in their Montreal newsroom in the early 1980’s. Being the newest reporter of an already seasoned team, I had to pay my dues.

One of my first news reports, if you could call it that, was about a moose that got loose in downtown Montreal. I was also assigned to follow the annual pilgrimage of two Peregrine falcons who hatched their chicks fifty stories up on a downtown skyscraper. I knew I was hopelessly destined for the animal beat when they next assigned me to the rescue of three Mallard ducks whose fluffy little fannies got stuck to the ice on a nearby river during a spring thaw.



Then one day, I got to do a big story and that was when I realized that these less than newsworthy assignments had not entirely been a waste of time. I discovered that all that training to make something out of nothing was a great exercise in storytelling. After all, if I could make a story about a duck’s fanny sing...

That eventually led me to much bigger things. My career blossomed as I became a news correspondent covering national politics on Parliament Hill in Ottawa. Then it was off to China for four years as Beijing Bureau Chief for CTV and then NBC News.

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There I began to understand how much I loved looking for stories. That's because in China there weren't a lot of 'free rides.' That's what journalists call stories that just happen, such as natural disasters, crime stories, political developments, court decisions etc. While some journalists really salivate over the 'free ride' story, I seemed to thrive in an environment (like China) where I had to go and find a story - one that I felt a TV audience wanted or needed to hear about.

This was a breakthrough for me in understanding what I was good at -- and I really put it to work in my new posting pumping out behind the scene features of China's economic boom and its social repercussions. Some of these reports invariably pushed the limits of patience with China's foreign ministry whose goal was to try to contain the foreign media.

On more than one occasion, my cameraman and I were taken in for some rather nasty interrogations. Still, I was able to forge into seemingly taboo subjects such as human rights, domestic violence, homosexuality and Aids. I proudly sent my stories back home, some of them international exclusives, to a North American audience.

While I eventually returned to Canada and spent another six years reporting nationally, and internationally, it occurred to me that I was a very different journalist than the one who left for Asia four years earlier. I relished the independence of finding my own stories and I was very clear about my **"One Thing" – Storytelling**. It was simple really. I just couldn't wait to go out and find or tell that next story. If that was all I ever did with my life, I knew I would be happy. I had just never thought about it like that before.

***As you will discover, your One Thing is usually the dominant theme running through your life too.***

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### Step #4: The Personal Brand Breakthrough Exercise

Understanding that you have a brand and that it requires you to uncover that One Thing that you are really really really good at, you are now ready for *The Personal Brand Breakthrough Exercise*.

Over a lifetime, everyone develops many abilities, but eventually, one seems to stand out more than the others.

***That One Thing is something you are so good at that it seems effortless in its execution. Time flies when you are doing it, and most importantly, using this One Thing feels like the most empowering thing you do for yourself. But as I mentioned, you often take it for granted!***

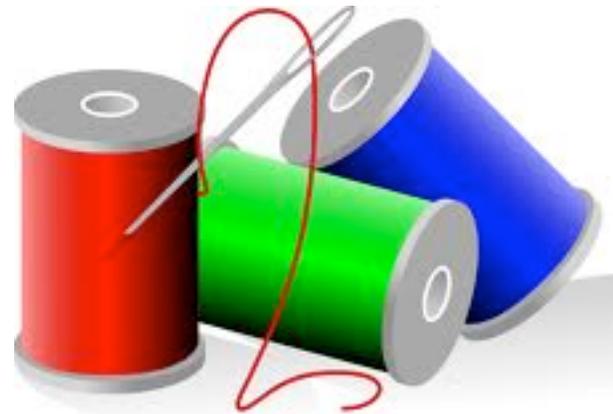
Here is what you need to do to find it--

**Think of Three Times In Your Life** where you completely lost yourself in a task and the world around you disappeared. Some people call this being 'in the flow.'

They could be something you did in your work, with your family, in your leisure time, for your community or a charity. It doesn't matter. What does matter is that when you were doing it, it felt FANTASTIC! It was fun and stimulating. It made you feel good.

It's also something that you could do all day long because when you do it, you have no sense of time. It feels almost too easy – effortless, like child's play and chances are you don't appreciate it.

'No sweat. I can do this in my sleep' you might think--- and do you know why this is true? Because this One Thing IS what you are really, really, really good at, and you have been doing and honing this ability all your life.



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Most significantly, it is exactly what you are meant and supposed to do a lot more of! ***In my opinion, I believe you should focus your life around it!***

The important thing is not to over think the ideas that come to you. These times in your life should almost come to you right off the top of your head.

Again, I will use myself as an example so that you can visualize how you can do this for yourself. As you will see, it also doesn't matter how old you were when you did them.

### **Time Number One: Telling A Story**

My first one happened when I was just ten years old. That's when my grade six teacher asked me to write a short play on some sliver of Canadian history for our class. At first I was scared. Why me I wondered for such a big project? But my teacher must have seen something I did not yet see about myself because as I pondered it, I started getting excited.



I ran to the school library and looked for a topic that would be interesting to write about. I eventually settled on the story of Radisson and des Groseilliers, two coureurs-de-bois, the name given to those fur traders from France who lived with the Indians and played an important role in the exploration of Canada. I recall how much I enjoyed doing the research then putting pen to paper making their story come alive with action and dialogue.

Keep in mind that I was only 10, and yet this exercise still resonates with me all these years later. It was fun and felt effortless.



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### **Time Number Two: Teaching How To Tell A Story**

The second time I remember feeling this way was while working for a small production company based in Philadelphia funded by The New York Times.

The newspaper was delving into the realm of television news and wanted to explore the advent of the 'videographer.' This was the mid-nineties and in an effort to cut costs and combine resources, some news operations were exploring the possibility that a journalist who could also shoot their own footage might be the future. In fact, it would prove to become a staple in some newsrooms a few years later.



In this case, the company had assembled a small group of young and eager videographers, long on shooting skills, short on the art of telling a story. And so, for a day, I became their teacher.

As I remember it, that day flew by in an instant. I helped these students choose compelling subjects, explore the elements, look beyond the obvious, be open to the unexpected, find another angle, ask the tough questions, and ultimately, learn how to shape a story that would sing.

It seemed much too easy an assignment to get paid for and a colleague who had invited me to help out turned to me at the end of the process and said, "Wow, did you know that you are really good at this?"

### **Time Number Three: Finding An Exclusive Story**

I have always been passionate about women's issues and found the subject hard to ignore while I was a roving foreign correspondent in China. One story topped them all and is my third example of where I found myself doing what I was really good at.

I was in the process of filming a story on China's medical system when

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I inadvertently walked into a ward in a local hospital unprepared for what I was about to see. In front of me were three women sitting on their beds but with their backs to the door. As they turned towards me, I gasped. All three looked like they had been in a major fire. Except for their eyes, and the holes where their noses and mouths used to be, their faces were gone, melted away. I was quite literally overcome and sank to the floor.

“Had they been in a fire?” I asked. The doctor who had accompanied me into the room seemed reluctant to say.

“But it is only their faces?” I pleaded still unable to grasp the scene.

With some reluctance, the medical staff helped me piece together the story.

As their society modernizes, women in China are asserting themselves like never before. The result was that the balance of power between men and



women had also begun to shift, sometimes with drastic results, such as this most disturbing, destructive and demeaning act of revenge.

As it was explained to me, if the man had ‘lost face’, it was only fitting that the woman should quite literally lose her face. All it took was a small vial of sulphuric acid – readily available in most factories.

I was incensed and determined to tell that story somehow. It wasn’t easy and it took me the better part of a year, because as I started to ask questions, doors starting closing.

Proposals to the Chinese foreign ministry, a prerequisite for foreign journalists to get access to film on location, fell on deaf ears. Understandably, they were not going to outwardly cooperate with me on a story that would reflect badly on the country.

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I made several unscheduled trips to the countryside to do research but turned up nothing. I made one trip to a hospital in Shanghai in full disclosure with the doctors of what I was looking for and was assured that, sadly yes, I would find other cases there. However, when I arrived, it was with some sympathy in their eyes that the doctors and administrative staff announced that they had been mistaken.

I think silenced would be more appropriate.

Suffice it to say, I changed tactics. My intrepid cameraman and I took a number of risks and bent the rules a little to get into hospitals where I found wards of these young women along with doctors who wanted to tell their stories. We also finally tracked down the story of one victim in particular. Pam Ping had been a spectacularly beautiful young woman whose boyfriend had defiled her face with sulphuric acid after she tried to break up with him.

By this time, the Chinese press had begun to report such cases – a sign the authorities wanted to send unequivocal message to anyone responsible and hopefully to nip the problem in the bud. The message to Pam Ping's attacker couldn't have been clearer.

He was sentenced to death.

My story entitled 'The Acid Victim' was the first on the subject ever reported for foreign television. I received a Canadian Gemini Nomination for it, but more importantly, it spurred a number of responses from the Chinese media and government, one of which was to start the first Domestic Telephone Hotline for Women in China.

For a reporter hoping to make a difference, it doesn't get any better than that. And while this story may be a more dramatic example than the other two I have given you, let's return to the point of these examples. Use the box below to come up with three examples of your own.

***Remember Three Times In Your Life when you were doing what appears to come naturally. And just like "Storyteller" was mine, you should start to notice a common theme or thread running through all three of your examples. This is the clue to your unique ability!***

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### Step #5: Give Your Brand A Name



I hope that you have been inspired to choose the Three Times in your life when you were doing what you are really, really, really good at. NOW start looking for the theme running through them. Because therein lies the key to discovering your brand.

Back to me again for a moment. Let's look for the thread running through my examples.

In writing the play for my history class; helping the students become storytellers; and doing the story on the Acid Victims; the predominant theme is obviously "Storyteller". Either, I was finding, building and/or helping other people to find and create a story. But you already knew that about me didn't you?

***However, here is the hard part. There is always a Secondary Theme to watch for.***

In my case, I had to analyze my examples a little more deeply. When I did, I ascertained that my stories were about people – as opposed to stories about issues or events.

And in all three cases, there was a positive intention because I was investing in these activities to see a successful outcome --- the success of the fur traders in shaping Canadian history, helping young videographers become successful, and despite the tragic theme, even with the acid victims, I was trying in my small way to do something to empower more women in China.

Yes, "**Success**" was the secondary theme running through these examples.

***This was a bit of an eye-opener, after all, I had just spent 20 years as a journalist where most of the news I covered was bad not good news. This new insight literally and quite dramatically changed my life.***

But back to that a little later.

At this stage, let me talk a little about branding in general. Before I started branding people, I branded companies all over North America. Companies all have a brand and need to use their brand to market themselves, But truthfully, when asked, many companies can't tell you in a simple sentence what it is.

Sure, they can go on and on about all their great products and services. They can talk

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for an hour about how they are far better than the competition. But if you ask them what is the One Thing that truly differentiates them, or that they are really, really, really good at, they often struggle -- and I mean struggle. I have been in boardrooms with ten to 20 executives all staring back at me with embarrassed looks on their faces.

That's why I think we can all learn from corporate branding Success Stories.

One of my favorites is the Toronto Dominion Bank. The TD bank is one of the largest and most popular banks in Canada.

And part of the reason is they have been able to boil down their brand to a Single Essence!

**Hint:** When you see that 'Green Chair' in all of their ads, what is the word that comes to mind? The answer:

"Comfortable". Yes, and they use it in their slogan.



# Canada Trust

Banking can be this comfortable

Simple isn't it? And yet so powerful. Yes, Less Is More when it comes to branding.

And if you've been to a TD bank in recent years, you know that they really put their brand to work – and as a result, they have consistently received top honours for being # 1 in Customer Service out of all of the Canadian banks. No small feat!

Personal Branding works like this too. We all need to boil down our brand to a single essence --- and once we have done that we need to give it a name.

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That's right NAME IT. But here's the difference, in personal branding, you actually need **Two Words** to describe it -- because I find there are usually **Two Things** going on in someone's brand;

***The Core or Unique Ability that you do well, (in my case, Storyteller) and a Qualifier that explains HOW you do the first thing. (in my case, Success).***

So my Personal Brand Name – “I am THE SUCCESS STORYTELLER”

So, now your turn. Go back to your examples and look for the **Two Themes** that are running through them. You might need to play with a number of words to find them. But once you have a short list, start *pairing them up and see if you can name your brand!*

### The Personal Brand NAME Exercise with some examples:

CORE OR UNIQUE ABILITY	QUALIFIER WORD
(Financial Advisor) (creating) Wealth or Prosperity	Integrator <b>NAME: THE WEALTH INTEGRATOR</b>
(Insurance Broker) Mentor? Coach? Teacher?	Empowering <b>NAME: THE EMPOWERING MENTOR</b>
(Family Lawyer) Mediation/Mediator	Influential/Influence <b>NAME: INFLUENTIAL MEDIATION</b>
YOUR TURN!	*Note that your name can be described as a person (Integrator) or the thing that you do (Mediation).

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Now Try To Create **A Personal Brand STATEMENT!**  
 This can help you describe in one sentence your personal brand.

PERSONAL BRAND NAME	PERSONAL BRAND STATEMENT
I am a SUCCESS STORYTELLER	I am really really really good at creating and communicating the story of people's success.
I am a TRANSFORMATION SHEPHERD	I love to shepherd people through difficult transitions to transformation.
I am a BARRIER BUSTER	I know how to overcome obstacles and break through barriers to take advantage of exciting opportunities.
Your BRAND NAME:	Your PERSONAL BRAND STATEMENT

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### Step #6 Explore The Power Of Your Personal Brand

***Yes, Give your Brand A Name and then create a Personal Brand Statement because then it all becomes real!***

Don't worry that on the first try you don't get the perfect brand name or statement. If it's close, it will resonate with you and one day, a better name will come to you. Until then, settle on one and if it feels good, you will immediately start to appreciate the role it has and can play in your life. The best way for me to illustrate this is to give you some examples of real clients I have worked with who have done just that. The following are three people who discovered the power behind their brand, each in their own way.

#### PROFILE #1 THE EXECUTIVE: "THE RECOGNITION CATALYST"

My clients tend to be people who inherently want to be leaders. They are looking to shape their identities, raise their profiles and become authentic and polished communicators -- even trailblazers in their field or industry. Some are moving up the corporate ladder and others simply want to authentically differentiate themselves to become respected experts or specialists in their field or industry.

These people work with me to better understand what they are 'really really really good at' so that they can focus on doing more of it.

One such client was a Senior Vice President for a very large courier company. I will call him VP.

The company had recently been involved in a merger and VP's entire team had been let go. My client was under a microscope to build a new team and to perform at an extraordinarily high level. He was also plenty aware that if he didn't, it would be just the excuse the new management needed to let him go.

As a result, VP was feeling defensive and lacked his usual confidence. In fact, when he



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had to give a presentation to the company brass at a recent conference, VP froze, falling short of the kind of performance expected from a top executive.

However, in a series of exercises including *The Personal Brand Breakthrough Exercise*, we discovered something very interesting that VP had not been aware of before.

VP listed three times in his life when he was doing what he was really, really, really good at. It surprised him that those times weren't about writing his weekly reports, reaching his targets or getting the job done. It was something more fundamental than that. It heartened VP to discover that whether it was on the job, in his home life or his community work, everything he did seemed to center around ONE primary skill.



It turned out that VP was good at giving people **'Recognition'**. That's what he did when he was helping his family when he was coaching Little League, and especially at work, VP was brilliant -- yes brilliant -- at helping each member of his team understand their talents and how to use them. In fact, people told him this all the time, but like most of us, he had never taken the compliment all that seriously.

With this new awareness, came the understanding that VP was also a **'Catalyst'**.

That by recognizing people for their talents and achievements in his own special way, he was, helping them to move forward, and as a result, they were feeling more fulfilled and productive.

We gave VP's brand a name and called him **"The Recognition Catalyst."**

Once VP assimilated this concept as an empowering tool, he was able to go back to the office and put his brand to work in "conscious" ways -- ways that just naturally made people around him feel good about themselves.

It also made VP feel as if he was authentically providing real value and gave him confidence that he was doing good work -- work he loved doing! No surprise, it wasn't long before his superiors started to notice.

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### PROFILE #2 THE BUSINESS OWNER: “THE UNEXPECTED PERSPECTIVE”

Personal Branding is especially beneficial to someone running a business where you are already highly motivated to be and make your company more successful.

Let me tell you about one in particular. I will call her Jane.

Jane owns a well-established landscape architecture company. Jane came to me ready to create a new relationship with herself both personally and professionally. However, Jane felt her biggest issue was her business partner – a gentleman she had worked with for years but felt didn’t treat her as an equal or with due respect. As a result, she felt both she and her company were not doing as well as they could be.

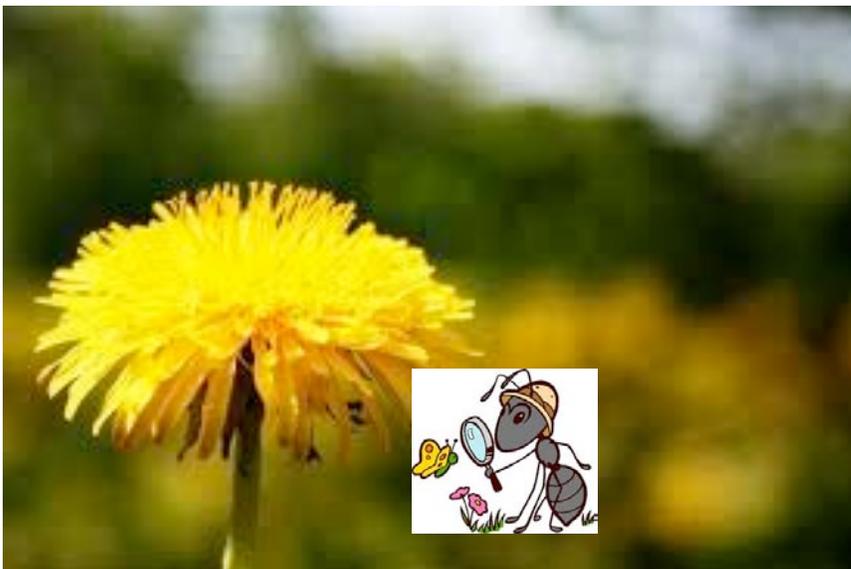
How did awakening Jane to her personal brand overcome this hurdle? By helping Jane to understand that it wasn’t about anyone else. That in truth, she held the “power to empower” herself all along.

Working through *The Personal Brand Breakthrough Exercise*, Jane also learned that she had a gift.

In the three examples of times when she was doing what she loved and did it effortlessly, she awakened to the realization that she brought an ‘**Unexpected Perspective**’ to the task.

For instance, in one of her examples, Jane recalls, happened in her grade eight art class. Her teacher asked everyone to draw a flower.

Just to be different, Jane drew a dandelion. To make it really stand out she also drew the dandelion from the perspective of an ant -- large and imposing as it might appear to the tiny insect.



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“It was so unusual and different from what my other classmates did that I remember my teacher saying to me, “now that’s a really different perspective.”

In fact, Jane had heard people say that about her a lot in her life. Once again, she had not paid much attention to these comments because she took that information about herself for granted.

No longer. Besides calling her brand “**The Unexpected Perspective**”, we also developed a Personal Brand Statement so that Jane could keep focused on it.

***‘I bring an unexpected perspective to every situation in order to help people see things differently and move beyond the ordinary.’***

Taking that knowledge back into her daily world, proved to be very powerful. Jane proactively brought an “unexpected perspective” to new contracts at her firm, meetings with clients and, yes, even in with her relationship with her business partner who began to be more open to her ideas!

#### PROFILE #3 THE PROFESSIONAL: “THE DEAL CATALYST”

When a lawyer client of mine (let’s call him Dan) joined one of the country’s most prestigious law firms, Dan knew he had been handed a golden opportunity after years of running his own small but successful consulting practice.

Still Dan was a little nervous.

“To be asked to work in a big firm, I wanted to stand out and really do a good job,” says Dan. “But I also knew my new employer did not hire me because they needed another lawyer. They already had floors and floors of them.”

That’s when Dan realized that he needed a better understanding of his skill set and how he could put it to work in his new position.

Working through *The Personal Brand Breakthrough Process*, Dan discovered the power of personal branding.

“I had never thought of myself as a personal brand. But it helped me realize in along with being a good lawyer, I was at my very core an entrepreneur, the guy who could bring in and develop new business for the firm.”

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Giving his brand a name -- **The Deal Catalyst** --- helped Dan become centered and focused about bringing the right people together and making things happen.

We developed a strategy to align and leverage his brand with his personal and professional goals, one of which was to entice more legal work to the law firm by becoming a link driving new business opportunities between Canada and Israel.

That strategy was not only a life long dream for Dan who has thrived in this new role, and now years later, he marvels how it has transformed his life and success.

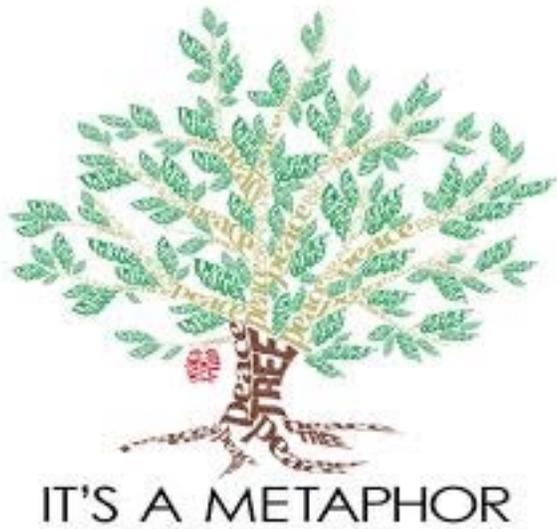


“That personal branding is ‘useful’ would be an understatement,” Dan says. “I have become really comfortable with who I am and what I can accomplish. When you know you have a brand, and that it defines who you are and what makes you unique or different, it becomes a key driver in your life. Then anything is possible.”



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### Step #7 Consider Your Brand As A Metaphor

**One of the biggest surprises I discovered during the process of articulating other people's personal brands was that there is another level of deeper meaning to all of this.**

Let's once again look at '**The Recognition Catalyst**'. That senior VP was not only empowering people by giving them recognition. The truth is, and get ready to take this in, he was also working out *that very same issue* in his own life.

As someone who was being scrutinized by a new regime, VP was also looking for *recognition for his own skills and place* in the company facing the reality of an awkward paradigm shift.

For the business owner whose brand was '**The Unexpected Perspective**', this was also true. Jane did not see that she needed to take an unexpected perspective in her own life, and in particular, with her business partner in order to realize her goals.

And, yes, once again, I only have to look at myself to see a similar message.

I grew up with a huge 'success story' hanging over my head. As I have mentioned, I never knew my famous grandfather, First World One flying ace, Billy Bishop. But as someone who has achieved almost mythical status in the annals of aviation history, my grandfather, Billy has been a hard act to follow.

I know now, that as irrational as it seems, much of my life revolved around this great man whose success story haunted me.

No wonder then that I spent years driven to tell and create people's success stories, when, in truth, I was also trying to find my own. Like the other examples I have given you, it was something that I was trying to work in my

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own life.

Here's how I finally made that connection and then used it to move forward.

After 20 years of being a journalist, a vocation that I highly respect, I came to the conclusion that it was time for me to change careers.

This realization did not come easily but rather, it crept up on me over a period of about six years after my return to North America from China, and after the voice in my head saying I was supposed to do something else got louder and louder.

Of course, I was worried. Was I nuts to look for something else to do in mid-career? It occurred to me that I might be.

However, I had by that time become aware that my identity was entirely wrapped in my job. I worked ten to sixteen hours a day, two out of four weekends on average. I had no real social life to speak of and I hardly ever saw my friends.

That's when I started thinking about who I was and not what I did.

I didn't know about *The Personal Branding Breakthrough Exercise* yet so my "aha!" moment came to me in a different way.



In the late 90's, CTV News, where I worked at that time, added a new feature to their newscast entitled "Success Stories".

I think the idea came from veteran CTV anchorman Lloyd Robertson, now retired, yet still another enduring Canadian brand. It was Lloyd who

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perhaps tired of the daily staple of bad news wanted to add an inspiring and uplifting feature to finish the evening newscast.

I knew from my early days as a reporter in Montreal that you don't make your reputation doing 'nice' stories, so it was no surprise that many of the news hungry CTV reporters were not clamoring to get this weekly assignment.

However, after years of becoming good at going out and finding great stories, I heartily volunteered, and discovered that I was in my element. I relished finding stories about ordinary people doing extraordinary things. In fact, it was my eureka moment when I realized that if you scratch the surface of almost anyone's life, you will find a compelling success story!

My "success story" reports got rave reviews and had people talking about them the next day, sometimes even more than they were about the lead story!

So that was really when "**The Success Storyteller**" was born in me and why I then understood it was time to get out of the news business!

Journalism is a wonderful portal for exposing what's going wrong in the world so that people can become aware of what needs to be changed, but my time doing that was over. I wanted to focus on what was going right and help people become more successful.

I don't propose that when you discover your brand that you should go and quit your job. But dramatic things will start to happen.

Here's what happened next for me.

I started my own business. And when I went looking for a name, it just popped out – of course – call it **The Success Story Program™**!



I didn't really know what I would do exactly but trusted that if I just used my storytelling skills, and went out and looked for people who needed help telling their story in order to make them more successful, it might just work. It did. My communications and branding has evolved over the years and just keeps getting better and better.

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The interesting footnote to all of this – that as my business succeeded, for the first time in my life, I actually started to feel successful. Sure I had lots of success in my previous career but I had never felt successful – as the ghost of Billy Bishop had haunted me – “you will never be as good as your grandfather you know, no matter what you do”.

Becoming “The Success Storyteller” liberated me from all of that, and I am so grateful to be doing what I love and what I am good at every day. It doesn’t get any better than that when you finally know who you are.

***So consider that your personal brand might be a metaphor for something more fundamental that you are working out in your own life. Test it out with the name of your brand.***

Yes, I believe life has symmetry. That’s good news! Because understanding this means that you can put your brand to work in the most meaningful and powerful way to really tell your story!



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### Step #8 Align Your Personal Brand With Your Goals

Once you have awakened your personal brand, you will find yourself wanting to use it in your everyday life and that means realigning it with your personal and professional goals. With this new and deep understanding of your passion and purpose, you will naturally start eliminating any big distractions in order to focus on your One Thing.

My advice is that this a great time to design **Your New Vision**.

You may have your own ideas about how to do this but here's one suggestion. Following the example in the Sample Box below, you can do this exercise yourself using **The Vision Exercise Box** located at the end of this chapter.

Using Two Columns, in **Column One**, list all the purposeful things that you dream of doing. They may vary from "having senior brass appreciate my value, getting a promotion, starting a business, giving a speech, creating a workshop, writing a blog, starting a charity or traveling the world". Don't Hold Back -- Dream Big.

Then look at your list and think about whether they are aligned with your personal brand. For instance, if you always wanted that promotion because you think it is something that you should do as opposed to what you really love and want to do, then you might want to rethink that goal. **Put a Check Mark** beside those that you believe are *truly* aligned with the essence of your personal brand.

In **Column Two**, list the things that might be distracting you or taking time away from accomplishing these goals. They could vary from big responsibilities such as caring for an elderly parent to cleaning the house or even running out to Staples every time you need to make copies or fax something. (I did this for years before I finally bought an all in one printer –duh! That one action alone not only saved time but helped me appreciate how much stuff I was doing that was distracting me from my One Thing.)

#### Sample Box

My Dream Goals	Distracting Activities
Become VP of the company	Daily Staff Meetings ×
Be Perceived as a Leading Expert in my Field ✓	Commuting to Work ×
Becoming a Coach ✓	Cleaning The House ×

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If you are feel you have filled out these two lists to your satisfaction, you will notice that you feel *Energized* looking at those **Checkmarks** in first column and *Drained* looking at the list in the second box.

I am not saying you are going to eliminate everything in Column Two – but you can begin to rethink how you are managing those tasks. If you engaged a cleaning person occasionally, or took your neighbour up on their offer to help with your elderly parent, would that free up more of your time?

Honestly, it is often the little things that are keeping us from reaching our goals sooner – and once you have discovered your personal brand, trust me, you will be focused and not want to waste any more time because great things will start to happen.

### Your Vision Exercise

My Dream Goals	Distracting Activities

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### Step #9 Package Your Personal Brand

***Putting your brand to work means packaging yourself so that others can see how valuable you are and could be to them!***

Now that you have created **Your Vision** to implement your Personal Brand, you will become more consciously aware of using it in your daily life.

A call from someone, an email that you might not have paid attention to previously might now become more significant. You will naturally be looking for ways to use your unique ability.

As a Success Story Teller, I am now always aware of listening to people's stories with my antenna up for where their success lies or might lie.

All good. And often this is the stage that you start to wonder "How can I package my brand so that people appreciate my skills and talents, and so that I also can use it in a more purposeful way?"

There are a myriad of ways --- but generally I have noticed and helped my clients with the following three.

#### **Three Ways To Put Your Brand To Work**

**One. You decide you have something to say and want to communicate it to a particular audience.**

**Two. You want to become recognized or established as an expert or specialist in a particular area or field.**

**Three. You want to start a new career or business, or bring a new approach or idea to your current work or business.**

Or you can do all three---which, of course, is what happened to me.

Yes, there are many creative ways to communicate YOUR brand to the world.

The following are three of my clients who discovered their personal brand and found concrete and tangible ways to use it to shape their identities, raise their profiles and promote themselves and their businesses.

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### #1 Use Your Brand To Create A Winning Speech or Presentation



Jody Steinhauer is a successful entrepreneur who founded The Bargain's Group, ([www.bargainsgroup.com](http://www.bargainsgroup.com)) Canada's leading discount wholesaler, supplying clothing, gifts and promotional products.

I don't think it would be an exaggeration to say that Jody is one of the world's leading authorities on the 'Bargain Revolution',

changing the meaning of a bargain from "being embarrassed about buying something cheap" -- to "bragging that you just got a great deal!" Yes, everyone loves a bargain these days and are proud to brag about it!

So no surprise that Jody has publicly branded herself as "**The Queen Of Bargains**" which gives Jody an added dimension as well as something to talk about.

Naturally she is often asked to give speeches about her success story. But now with a better understanding of her brand, Jody has been able to expand the substance of her speeches to showcase not just her success but *her unique philosophy and expertise*.

As a result, Jody has added "**Professional Speaker**" to her achievements and an increased national profile with topics such as '*Canada's Leading Bargain Entrepreneur Tells Why Your Company Needs The Bargain Culture,*' *How To Work 100 Hours A Week and Be Happy, Healthy, Profitable and Sane*' and '*Give Back Where You Live. Why Giving Back is the Real Deal!*'

**Create a winning speech and presentation and watch how quickly you will be in demand to give it! Not only will it be aligned with your personal brand but you will be using it to promote your brand.**

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### #2 Package Yourself As An Expert!

***We are all experts in something! And so a great way to package your personal brand is to package your expertise.***

It's crowded out there. It doesn't matter what you do or what you sell, chances are there are many people, even in your own backyard, doing the same or similar type of work. So how do you stand out and be unique in today's world? Start thinking of yourself as an expert.

Take Michele Dorsey, an accomplished human resources and labour relations lawyer who had a private practice in Charlottetown PEI.



Like a lot of lawyers, Michele talked mostly about the different services her firm offers, everything from conflict management, handling complicated workplace issues to negotiating mergers and acquisitions. Of course, she realized that's what many other law firms say that do the same kind of work.

However, then we worked through *The Personal Branding Process* to discover Michele's brand and we called her "**The Champion of Trust**". Now she tells people that her firm "*helps public and private sector organizations create an environment of trust to inspire opportunity and innovation*" – which is a much more focused approach and begs the ideal next question "tell me more".

That personal branding has helped her to better understand her specialized expertise. It has also opened up her world. Michele now finds herself in demand not only with new contracts and related projects, but as someone who is a champion for building stronger business relationships and trust within Atlantic Canada and across the country.

Her successful branding was instrumental in the purchase of her practice by one of Canada's top business law firms, McInnes Cooper.

<http://www.mcinnescooper.com/news/welcome-to-michele-dorsey-and-team/>

***The power of knowing your personal brand? It can make you an sought after expert in your field or industry!***

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### #3 Create A Big Idea For Your Business

***Another way to package your brand is to create what we call a Big Idea. ([www.bishopbigideas.com](http://www.bishopbigideas.com)) This works especially well if you are a business owner or even a solo-entrepreneur such as a coach or consultant.***

That's what I did. Using my personal brand 'The Success Storyteller', I decided to start a business called The Success Story Program™. That was my Big Idea.

A Big Idea might also be about developing a new approach to your current business.

Let's take another one of my clients, Mitch Silverstein, formerly a partner at SBLR which at the time was a mid-sized accounting firm in the Greater Toronto Area.

You would be challenged to find a more dynamic entrepreneur anywhere and so it was no surprise Mitch's personal brand turned out to be **"The Dynamic Entrepreneur."**

However, that is also the name of the Big Idea we created for his company that they use to make them stand out and differentiate themselves in the marketplace---We created a process which we called **The Dynamic Entrepreneur Solution™**.

"We have always focused on entrepreneurs because we are entrepreneurs ourselves so it made sense to center our marketing and a promotional approach around them" says Silverstein.

*The Dynamic Entrepreneur Solution™ is a step-by-step process which helped their clients address the challenges entrepreneurs face in order to achieve their full potential and it gave SBLR a competitive edge. It's also an approach that has helped the firm grow their reputation and their business.*

In fact, SBLR has now merged with the respected national firm, Richter, a deal that materialized primarily based on the strength of SBLR's Big Idea. And you can still find the tenets of The Dynamic Entrepreneur Solution™ as a key component of the larger firm's approach.

"When Richter bought SBLR, they bought our Big Idea." says Silverstein. Now that's a Success Story! ***And so consider your personal brand might be a clue to a Big Idea for your business!***



# DARE TO BE EXPOSED For The Success You Really Are!

*Here are some Simple Ways you can put your brand to work right away!*



## #1 BEEF UP YOUR SOCIAL MEDIA PROFILE

Social Media can be a useful way to tell your story. If you are a business person, a **LinkedIn Profile** can be an important tool. Often people look to LinkedIn before they even check out your website.

It is also a great way to put your brand to work. Have a look at links below to see how some of my clients have used their personal brand to tell people who they are, how they are unique and how they can help people.

You can also do this with Facebook, Google + or any other social media tool that best fits your area of expertise and target market

Grant Sommerfeld, **The Operations Transformer**

<http://www.linkedin.com/in/grantsommerfeld>

Karen Gurland Re/Max Realestate **The Classic Advantage™**

<https://www.facebook.com/TheClassicAdvantage>

Joan Jung, Lawyer, **The Next Generation Conversation**

<http://www.linkedin.com/in/joanejungmindengross>

Jo-Ann James, Become **Bonelicious**

<http://www.linkedin.com/pub/genesis-bone-health/b/288/2b9>

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### #2 CREATE A SUCCESS STORY

No one wants to read a boring resume or CV that just lists all of your achievements. These days, people want context. **A One Page Biography** that highlights your successes framed by your personal brand is a must-have tool in today's competitive environment. Here's an example.



#### **Anne Bergman, BA MPH, The Kitchen Director**

With a Masters in Public Health and a passion for international markets and food preparation skills from different cultures, Anne Bergman calls herself **The Kitchen Director**. Using her breadth of experience she helps people take a leading role in managing their kitchens.

Anne began her journey into the kitchen as a child by her grandmother's side in France. There she learned about shopping in the markets, appropriate menu planning and the art of renowned Provençal cuisine. That began her zeal for studying the impact of the kitchen on every aspect of people's lives.

As a participant in the cross-cultural exchange, Canada World Youth in 1987, Anne found herself in a small village in rural Borneo, Indonesia, where food was generally prepared with a machete squatting on a dirt floor. After completing a degree in Asian studies from McGill University in Montreal, Anne continued her travels in the Far East spending a year in Yunnan province in remote southwest China. There, Anne ate and cooked in road-side kitchens, homes, school cafeterias, restaurants of all sizes, and learned about the Chinese concept that food is medicine.

"Wherever I travelled, it struck me that no matter the type of cuisine or where the food was consumed, the kitchen always seemed at the heart of people's lives," Anne says.

Returning to North America, Anne pursued her Masters in Public Health at Boston University where she graduated in 1997. By this time, Anne had become a wife and mother and saw the need for quality food solutions for busy families. In 2000, Anne started a business called 'The Frozen Pantry' which prepared and sold single portion homemade and nutritious meals. It was a natural offshoot of the business to also begin helping people with kitchen management skills and so in 2006, Anne created her coaching business now called *The Kitchen Director*. As *The Kitchen Director*, Anne provides one-on-one coaching, group seminars, workshops, videos and a variety of other tools for people looking to become the director of their own kitchen.

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### #3 GET OUT AND TELL YOUR STORY

This seems obvious but I am often surprised to hear how little people do this. If you want to see how powerful your personal brand can be, you need to go and talk to people about it. So, get out from behind that computer and meet people. Network and go to events. When people ask you what you do, tell them what you are really really really good at.

You will be surprised at how it changes the conversation, and the opportunities that suddenly come your way, when you simply tell people about the one thing that makes you tick.

Imagine a conversation like this ---

“Hello. Nice to meet you. What do you do?”

“Well, I am business consultant and I work with entrepreneurs. I help people perform like Rock Stars.

“Really. That’s different!  
What do you mean by that?” ...

Dionne England, creator of  
**The Rock Star Program™**

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



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### Step #10 Use Your Brand To Make A Difference

Something is happening out there. Everything and everyone is being shaken up.

Shaken up to realize their full potential. If you have noticed that you are either feeling stuck, unhappy with what you are doing, or feeling that you have so much more to give and offer, you are right, and as I have said, you are certainly not alone. There is a collective consciousness out there that is putting all of us on the same path at the same time to finally be and do what we are all here to do.

That doesn't mean that everything you have done up to now was wrong. It's just reaffirming that life does have symmetry. You have traveled your path to where you are now, and everything you have learned has brought you to this point, right here, where you can now choose to do things *your way*.

Don't turn off that inner voice – because it won't go away. It will just keep getting louder until you listen.

Personal Branding is not about Twitter or your Facebook Page. It is not a selfish act of making everything about you. In fact, just the opposite. It is about *helping people*.

We all have a gift. That gift is not that you are creative, artistic, determined, enthusiastic, enterprising, social, a team player, a self-starter or an introvert. Your personal brand is not your skill set or your personality traits.

It is One Thing that you do and do effortlessly. It is not something that you can see. Instead, it is that what people feel about your value and the contribution you provide.

I have a client who is “**The Truth Whisperer.**” Her particular gift is when people have a problem, she can see their truth. And she doesn't just hit you over the head with the truth; she helps you gently take it in. She whispers it to you.

My closest friend is “**The Listener Validator.**” She is really, really, really good at listening to people (a dying art) and when she listens to you, she has a way of making you feel validated and appreciated. It helps you move forward. It is a powerful gift.

In one of the exercises, I also have mentioned someone who is “**The Barrier Buster.**” Already a trailblazer, this woman has busted through many conventional barriers and she now understands her gift is to inspire and motivate people to do the same.

Yes, personal branding is the special gift you been given to do something in particular

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and to do in a certain way.

But most importantly, you are supposed to share it. Personal Branding is, in essence, love – an admission of self-worth, as well as, a way to give love and receive love. You are supposed to use it to help people.



Can you think of a more honourable or important job in one's life than finding a way to serve others?

Understanding what you are really, really, really good at, being able to package it in a way that people get excited about it, is all you need to do to put yourself on a path to living your passion. Yes, you are destined to use your personal brand to help, touch inspire and motivate – each of us in our own way has this role and responsibility. Your audience can only benefit as you take this very personal journey to move from *Success To Significance!*

So get out there and help people – I dare you – yes I dare you -- to be ***Exposed For The Success You Really Are!***



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### Try Our Success Story Scorecard Exercise

To help you clearly understand your current situation, try *Our Scorecard*. Rate your reactions to each pair of phrases. Decide where you lie on the scale from 1 to 10. Add up your total out of 100.

I do not have a clear and well-defined vision of the future.	1	2	3	4	5	6	7	8	9	10	I have a clear and well-defined vision of the future.
I do not feel I am being my authentic self.	1	2	3	4	5	6	7	8	9	10	I am authentic in all of my dealings in life.
I feel blocked and stuck.	1	2	3	4	5	6	7	8	9	10	I am blazing a trail to reach all of my goals and desires.
I do not feel valued or appreciated for my talents and abilities.	1	2	3	4	5	6	7	8	9	10	I feel appreciated and personally validated.
I cannot clearly articulate an interesting or effective story of my success.	1	2	3	4	5	6	7	8	9	10	I can articulate an interesting and effective story of my success.
I am not communicating my story with passion.	1	2	3	4	5	6	7	8	9	10	I am communicating my story with passion.
My audience does not know me as well as I would like.	1	2	3	4	5	6	7	8	9	10	My audience understands who I am and how I am unique.
I am not using my story to motivate me to grow my business or career.	1	2	3	4	5	6	7	8	9	10	I am using my story to motivate me to grow my business or career.
I do not have a sense of my own personal brand.	1	2	3	4	5	6	7	8	9	10	I have a strong sense of my personal brand
I have not embraced my full potential to be great!	1	2	3	4	5	6	7	8	9	10	I accept my success and embrace my greatness.
ADD COLUMN TOTALS											YOUR SCORE _____

**For each question ask yourself why you gave yourself these scores, and what you think you need to do to improve it. For further information contact go to the contact page of the website below or Call 416-363-9357**

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## DIANA BISHOP

### Helping You Step Into The Spotlight



A former TV News Correspondent for CBC, CTV, Global and NBC, Diana Bishop's journalism career took her around the world covering major national and international stories and the influential careers of iconic brands such as Hillary and Bill Clinton, Celine Dion, Nelson Mandela, Brian Mulroney and film director James Cameron just to name a few.

Now using her well-honed communication and branding skills to help leaders step into the spotlight, Diana has created **The Success Story Program™**.

"Leaders and potential leaders in Business, Politics, Healthcare, Fashion, Entertainment and Not-For-Profit can learn skills to blaze a trail with a better understanding of their own personal brands," explains Diana.

"I am focussed on helping them develop their stories in order to fulfill their full potential and to give more meaning to their life's work."

With a focus on finding her clients' "**Secret Sauce**", that ingredient that makes them unique, Diana helps shape their identities, raise their public profiles and take their stories and key messages into a larger arena.