

The Brand Called You

The game 20 questions was designed to get you thinking about the other person. There is tremendous power in asking 20 questions. It takes your thinking to a whole new level. You're forced to think beyond the obvious.

In this exercise you're going to do the same thing. You're going to ask yourself 20 questions about you.

My clients tell me all the time, "If people knew this about me they would..."

You're not looking for the answers (even though that seemed to be implied above), you're looking for the questions. This is a little harder than it seems so stay at it when it gets hard.

Examples:

- If your friends were asked to describe you in one word what would it be?
- What TV personality would your friends say reminded them of you?
- What excites you the most about what you do everyday?
- How would you spend a 10 day vacation?

What questions would you have to ask to get to know you? Don't answer the questions yet. Just ask as many as you can.

For this exercise it helps to write these on 3x5 file cards. One question per card. Write as fast as you can think of them. You'll hit a wall after about 6-8 keep going. It's important to work through that in a single session. Don't quit until you have at least 20.

Now take a break.

Don't answer the questions in the same session.

Come back to this exercise after you have taken a break (do something completely different) for a few hours or even the next day.

Now answer every question on the other side of the card one answer per card. This time write the answer that best describes you. Keep it brief!

Now that you have the answers. Spread the cards out on the table questions facing up. Look for patterns.

Example: These questions are about friends. These questions are about childhood. Etc...

Now flip the cards over to the answers. Do they reveal the same things?

You're creating the brand called you.

- This is the path people take to know you
- This is the picture you paint that reveals you to your audience

You can arrange the cards as a path or create a composite picture. You'll expand this as you go.

This is you!

This is your brand.

Note: We do this 20 questions activity to develop all kinds of problem solving skills.