

# defining your brand identity

build your empire

If you're struggling to get really specific on your brand identity, here's a list of different things you could build on.

## YOUR PROFESSION

- Makeup artist, stylist, hairdresser
- Doctor, nurse, medical professional
- Scientist, engineer, mathematician
- Mom, wife
- Teacher, counselor
- Student
- Lawyer, accountant
- Marketer, social media manager
- Rancher, farmer
- Nutritionist
- Influencer, blogger
- Small business owner

## YOUR PERSONAL STYLE

- Edgy
- Modest
- Glam
- Athletic
- Trendy
- Funky
- Comfortable, casual
- Country, Western
- Colorful, bold
- Retro, vintage
- Preppy
- Classic
- Bohemian

## YOUR HOBBIES & INTERESTS

- DIY
- Pinterest
- Sports, fitness, running
- Music
- Movies
- Pop culture
- Decorating
- Outdoor activities
- Natural living, healthy living
- Hosting, entertaining
- Traveling
- Volunteering, philanthropy

## YOUR EXPERTISE

- Product knowledge
- Crafting
- Gift-giving
- Organization
- Homemaking
- Cooking
- Children's activities
- Mom hacks, life hacks
- Replicating looks/scents/styles
- Makeup application (Beauty brands)
- Color matching (Beauty brands)
- Color correcting (Beauty brands)
- Concealing blemishes (Beauty brands)

