# WHAT IS A PERSONAL BRAND?

### ACTION STEPS

1. Think about your career path. Identify those critical moments in which your reputation may have helped or hurt you along the way.
2. Take a look at your LinkedIn connections (or email addresses or even Rolodex). Note how your business network has expanded geographically in the past 20 years. How many of those connections have face-to-face contact with you on a regular basis?
3. Write down what has motivated you to read this book. Are you ready to step outside your comfort zone and improve your personal brand?