

# Brand Rehab



@CERTIFIEDCOACHESFEDERATION  
@COACHABE

EXERCISE

Whether you know it or not, you have a personal brand. Really - You Do!

You are the CEO of "Me, Inc.!"

## STEP #1 - A AWARENESS

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Get a Baseline of Your  
Current Brand

## STEP #2 - I IDENTIFY

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Identify the New Brand  
You Want to Be Known For

## STEP #3 - M MANAGE

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Manage Your Communication  
and Actions to Your Desired Brand