PURPOSEFUL: PERSONAL BRANDING

ORGANIZER

The Entrepreneur's Guide to Purpose-centered, Client Attracting, Impact-focused, Profitable, Personal Branding

BY YETUNDE TAIWO-SHORTERS



This organizer belongs to

NAME		
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ACKNOWLEDGEMENT

I am incredibly grateful to my husband, who is my #1 supporter and cheerleader. His steady belief in my purpose keeps me inspired to create more value for those I am designed to support.

Our daughters, Athena and Tennin for giving me the fearlessness I needed, just in time to step fully into my purpose. To my mother-inlove for helping me put together the assessment and using her expertise as a teacher to make this organizer work for you. To my mother, my first business mentor, who taught me the importance of relationships, of being kind, and of operating at a high standard of excellence always. I adopted her motto: "Excellence should always be your standard." It worked Ma. THÁNK YOU.

To you, for trusting my expertise, for believing in yourself and investing in your personal development by taking this opportunity to focus on what you care about: YOUR PURPOSE.

You have an opportunity to create content, do work that supports your purpose, impact lives with it and earns profits confidently.

I have learned a lot from Jim Kwik. In each module, I share something I have learned from Jim's process of helping our brains retain more information. Jim shares that when you learn or read something, there are 4 things to apply:

- Capture the ideas you learned, then ask yourself;
- 2. How can I use this?
- 3. Why must I use this?
- 4. When will I use this?

I use Jim's hack to integrate what I learn into my life. It works wonders for me. I hope this helps you too.

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I enjoy sharing resources that help whomever I share them with thrive. Thank you in advance for trusting my recommendations.

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PERSONAL BRANDING ORGANIZER

BENEFITS OF THIS ORGANIZER

If you know it's time to create a personal brand centered on your purpose, this planner will support you in doing so.

01

CLARITY ON YOUR PURPOSE

Understand how to discover, acknowledge and accept your purpose and who it serves.

02

CAPTURING THE BEST YOU

Learn how to capture the best version of you and how to show up as him/her/they consistently.

03

COLOR POWER & YOUR SYMBOLIC REPRESENTATIVE

Explore the psychology of colors that fit your personality and emotionally attract those you serve.

04

CONTENT LEADER

Master the art of creating content for your brand that is concise, engaging, and high converting.

05

CAPTIVATING PUBLIC RELATIONS

Learn how to use your gift/talent/ability to secure credible publicity and marketing to reach millions in record time.

06

CORE MONEY MINDSET CLARITY

Learn to understand in a simple way, your money mindset and how to use it for your freedom and to support those you love.

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Key elements you need to ensure you meet all your Purposeful branding needs



YETUNDE TAIWO-SHORTERS

PURPOSE/PERSONAL BRANDING COACH FOR WOMEN ENTREPRENEURS

Hey! Nice to meet you. My name is Yetunde Taiwo-Shorters. I am a cheerleader for women entrepreneurs. Using my Purpose Breakthrough Session, I uniquely guide incredible women, like you, to their specific next level of purpose, impact, and authenticity, so you can achieve your desired results in record time and sustain them long term.

I am the owner of International boutique PR firm, ICY Public Relations and Founder of ICY ACADEMY. My clients call me ICY. Feel free to do the same. I am a Certified Master Practitioner in Neurolinguistic Programming (NLP) and a Certified Social and Emotional

Intelligence Coach.

As a result of going through my Purpose P.O.W.E.R Blueprint—a 5-step process to getting crystal clarity on one's purpose for impact, community, and profit—over 750+ entrepreneurs are using their purpose to connect to their clients emotionally, positioning themselves as experts and creating content that is impactful.

I am an award-winning publicist with 20+ years of experience, a Twin- mom and Wife. My clients have been seen by over 40 million people with over 40 cover stories secured, including features in Entrepreneur magazine, CBS TV, Good Morning America, Radiant, Today's Purpose Woman magazine, Tropics magazine, Essence, Ebony magazine, Inside Weddings, She Leads Africa and more. I have secured over 1,500 media features for solopreneurs, Grammy, Tony, and MTV award-winning artists.

As a 4-time Amazon bestselling author, including a cookbook with a cooking show that airs on REDTV in West Africa, I have helped 14 Entrepreneurs become bestselling authors and helped them build successful personal brands around their books.

I say all this to let you know that you are in experienced and successful hands. I look forward to you walking away more informed, energized, and able to make your dreams a reality.

happily FEATURED IN

MY MOTIVATION

REALLIFE

s an entrepreneur, wife, and mom of twin girls, I can tell you firsthand that time is your most valuable asset. When I decided in 2017 that I would officially have to let go of an expensive hobby and get ready to launch my online training program, we found out we were pregnant. Here is what I discovered. When you ask God for something, be clear and ready for it. We found out we were pregnant 3 weeks after we had decided to be proactive about having kids, and our girls arrived precisely 7 months from that day. I was sure that we would have a boy—I would have bet all I had and lost it. Not only was it not a boy but it was also not 1 but 2 girls instead!

I was both excited and freaked out initially, and my husband had to calm me down. All I kept thinking was, "OMG! we are going to have to get two of everything." It was overwhelming, albeit exciting and to think "mehn! I have never wanted to be a stay-at-home mom; I've always imagined being a work-from-home mom." How is this gonna work?

I was in denial about how long I had to prepare for the arrival of our girls. It wasn't until I was about 4 months in that it hit me, "OMG, we are having twins"; then, a new type of excitement began. I was praying for them; even more than I already did. I was talking to them and doing the extra things to prepare their spirit for this

journey. I was also still working from home, putting final touches on the beta version of my new program. I began to transition our company to coaching women on personal branding specifically around purpose for impact and income. That was when we launched the ICY ACADEMY.

I got into public relations in college because I realized the impact of one message in the media. The power to reach millions of people in 30 seconds amazed me, and so I wanted to help entrepreneurs get the message about their great products, services, and perspectives to more people in the

I have a gift for providing clarity, synthesizing information and creating something new, easy to understand and result-centered. I come with a wealth of specialized knowledge, extensive experience and results applying said knowledge, plus an incredible network. This allows me to be in service to you.

I believe the world would be a better place if everyone stepped fully into their purpose.

Our job is to do our part to build that better world and so we need to STEP UP.

This organizer from my ICY ACADEMY gives me the incredible honor and opportunity to coach more purpose-centered women entrepreneurs to create impact in the world and build profits CONFIDENTLY, fully stepping into that purpose.

I look forward to taking this journey with you.

WHAT DOES THIS ORGANIZER DO?

7 EASY STEPS TO CREATING AN AUTHENTIC, FUN AND PURPOSEFUL PERSONAL BRAND THAT WILL HAVE AN IMPACT AND EARN YOU PROFITS.

The Purposeful Personal Branding Organizer is an intensive organizer that teaches women entrepreneurs easy steps to create a purposeful, fun, and authentic brand with results-driven strategies to help them build profits for themselves and their families. If you are ready to position yourself as a leading, respected and paid expert in your industry and if you ever feel like you don't have enough time in life to get to your purpose and want a simple roadmap to accelerate, this organizer is for you. I've created this "let's-get-it-done" organizer to help women activate their purpose using easy branding and public relations techniques, and effective income and content generation strategies needed to create and launch a successful, purpose-centered personal brand.

It is time to step FULLY into your purpose with The PURPOSEFUL PERSONAL BRANDING ORGANIZER. It's the Soul Food Recipe For Your Personal Brand™

STEPS TO MAKING YOUR PERSONAL BRAND PURPOSEFUL





Ever felt alone in your journey as an entrepreneur or business professional? Ever needed to be in a community of like-hearted women who get it? Could you use a community that gives practical tips on business and mindset growth? Would you like to stay plugged into a resource that keeps you energized and motivated to take inspired action towards your purpose?

HERE IS YOUR INVITATION TO:

THE PREMIER POWER CIRCLE

A MONTHLY MEMBERSHIP WHERE PURPOSE-CENTERED WOMEN CONNECT & THRIVE AUTHENTICALLY

GET ACCESS TO
THE 365ZING
SELF-CARE APP
PRICED AT \$600 A YEAR,
FREE WITH YOUR MONTHLY
MEMBERSHIP



WWW.POWERCIRCLE.NET
A NETWORK THAT POWERS UP YOUR PURPOSE

HOW TO MAXIMIZE THIS ORGANIZER

We believe in committing to your success and have made every effort to accurately represent this product and its potential to your growth. We are growing personal brands to reach a global audience and create maximum impact for your purpose. This organizer is intended to support your ability to brand your purpose succinctly.

WHO IS IT FOR?

The Purposeful Personal Branding Organizer is an intensive tool for you that teaches easy steps to create a purposeful, fun, and authentic brand with results-driven strategies to help you succeed. This organizer assumes you are ready to build a purpose-focused personal brand— a chance to have the spotlight on you specifically so that those you serve can SEE you. It's not about you; it's making you visible so the people you're called to help can see you and come running to you for your awesomeness.

THE GOAL OF THIS ORGANIZER

The goal of this "let's-get-it-done" organizer is to help women activate their purpose using simple planning techniques, public relations strategies, effective income, and content generation skills needed to create and launch a thriving, personal, purpose-centered brand that creates lasting impact and is profitable for you. There are so many parts to a purpose-centered personal brand. The sections in this organizer simplifies the process, eliminates overwhelm and reduces stress.

HOW TO USE IT

Take your time and dedicate a day or 2 to filling this out with a pencil. Consider these the questions you're asking yourself directly and answer them, then consider the needs of those you serve and think of them when you're writing down, sincerely, how you can help them.

GUIDING PRINCIPLES

I invite you to begin from page one, so that you have a flushed-out plan. If you are however confident in where you are based on the assessments, skip to the section that applies to you and begin there.

SUCCESS TIP: STAY WITH EACH SECTION AND COMPLETE IT BEFORE YOU MOVE TO THE NEXT SECTION.

Pre-assessment

This section is all about your pre-assessment. You want to do this first because it'll help you evaluate where you are right now. The intent is to help you see what you need to focus on as you go through the organizer so that you identify what pages you should spend more time understanding, and which you should probably ramp up on or learn more about.

The question you're trying to answer is: "What do I need to focus on?"

Take your time in this section. Be as honest as possible. Since it's a point system focus on what you do well already and what you may need to improve on. Either way, there's something to learn.



PRE ASSESSMENT

PRE-ASSESSMENT

Understanding where you are now and what your strengths are can help you identify where to focus while working on or outsourcing your challenges. This assessment will provide the clarity you need to get to work.

PURPOSE CLARITY ASSESSMENT				
FOR THIS SECTION, GIVE YOURSELF 2 POINTS FOR EVERY YES AND 0 FOR EVERY NO.				
EVERT NO.	YES	NO	PTS	
1 Do you know what digital media is?				
2 Are you handy with phone apps for editing videos or pictures?				
Are you comfortable in front of a camera?				
4 Do you use Livestream or podcast?				
5 Do you know what you would call your sense of style?				
6 Can you identify 3 words that would best describe you	?			
Can you clearly identify your strengths?				
8 Can you clearly identify areas in which you need improvement?				
9 Do you have a signature pose when you take pictures?				
	TOTAL			

PRE-ASSESSMENT

there -David Viscott, M.D.

"Your ultimate goal in life is to become your best self. Your

immediate goal is to get on the path that will lead you

LOGO & DESIGN

ASSESSMENT

WHY DO THEY MATTER?

FOR THIS SECTION, GIVE YOURSELF 2 POINTS FOR EVERY YES AND 0 FOR EVERY NO.

	YES	NO	PTS.
1 Do you have a logo?			
2 Do you know how to find and select graphics designers	?		
3 Do you have a favorite color?			
4 Do you know what color(s) will attract your ideal client?			
5 Do you know what a visual brand style guide is?			
6 Do you know what a serif and sans serif font are?			
7 Do you have a vision for your brand?			

TOTAL	



"Logos and branding are so important. In a big part of the world, people cannot read French or English--but are great in remembering signs"-Karl Lagerfeld

CONTENT

ASSESSMENT

BIOGRAPHY, HEADLINES, COPY

FOR THIS SECTION, GIVE YOURSELF 2 POINTS FOR EVERY YES AND 0 FOR EVERY NO

		YES	NO	PTS
1	Do you have a biography?			
2	Do you have a slogan?			
3	Do you know what a sales page is?			
4	Do you know what advertising is?			
5	Do you know how to write your brand story?			
6	Do you know the words that would make your ideal client take action?			
7	Can you engage an audience with words?			
8	Do people respond to your emails?			
9	Do you know how to plan your social media content?			



"Content should ask people to do something and reward them for it." -Lee Odden

TOTAL

PRE-ASSESSMENT

PR & MARKETING

ASSESSMENT

PUBLIC RELATIONS

FOR THIS SECTION, GIVE YOURSELF 2 POINTS FOR EVERY YES AND 0 FOR EVERY NO.

TES NO PTS.

1 Do you know what public relations is?

2 Do you know how to write a press release?

3 Have you ever created a marketing plan?

4 Can you describe your ideal client to a 5-year-old?

5 Do you have a publication you would like to be featured in?

6 Do you have a list of at least 5 people who need your services?

7 Do you have a media list?



"Publicity is absolutely critical. A good PR story is infinitely more effective than a front-page ad" -Richard Branson

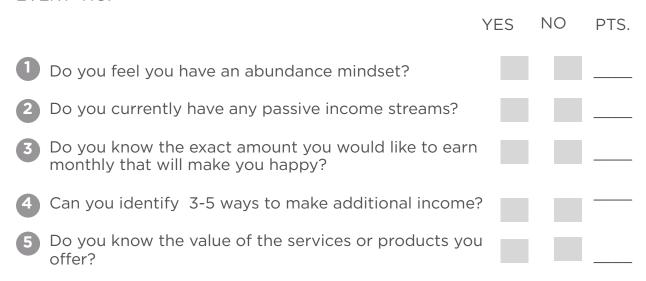
TOTAL

MONEY MATTERS

ASSESSMENT

FINANCES

FOR THIS SECTION, GIVE YOURSELF 2 POINTS FOR EVERY YES AND 0 FOR EVERY NO.



TOTAL ____



"To get rich, you have to be making money while you're asleep." -David Bailey

BRAND LAUNCH

ASSESSMENT

LAUNCH PLAN

FOR THIS SECTION, GIVE YOURSELF $oldsymbol{4}$ Points for every Yes and $oldsymbol{0}$ for every No.

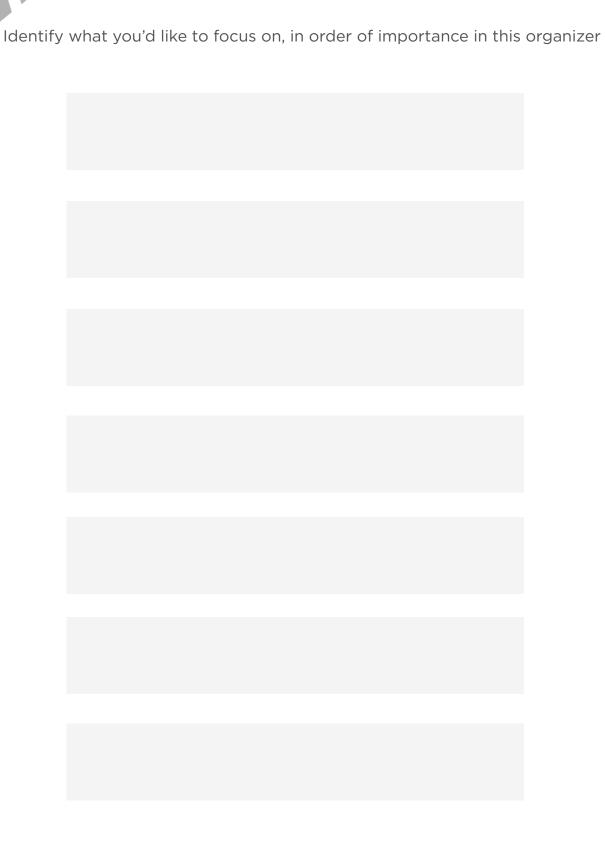
YES NO PTS.

- 1 Do you have a launch plan?
- 2 Do you know people you can reach out to who can support your launch?
- Would you spend money to make sure your launch is successful?

TOTAL ____



"Adapt to your customer's needs. They expect it"
-Scott Abel



GRAND TOTAL

ASSESSMENT

YOUR SCORE



EXCELLENT



If you scored 75-100 points, congratulations! You are qualified to take and experience this organizer. Looking forward to you getting started.



Great job! This point range means you are perfect for the lessons you will come to understand and master in this organizer.

IN CONCLUSION

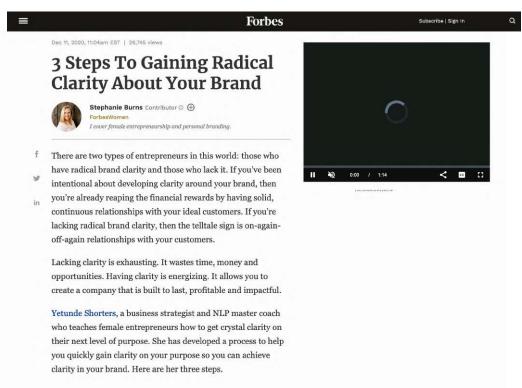
Now that you have identified where you stand, pay attention to the sections you need support from the most in this Purposeful Personal Branding Organizer.



Commit to your aspirations and envision it now.

It is the fastest way to get closer to it.

Forbes





3 Steps To Gaining Radical Clarity About Your Brand | Stephanie Burns YETUNDI

TO READ THE FULL ARTICLE LOG ON TO:

WWW.YETUNDESHORTERS.COM/PRESS



Purpose Clarity

Purpose Clarity is knowing what you're born to do and understanding how to use it to support others. It's how you identify what you've been called to do, using it to serve and change our world.

You're getting an understanding of what you are supposed to be doing on this earth; whatever it is,

- you need to understand who will be interested, where you should approach them
- ♦ what their pain points are
- how you can provide solutions to their challenges in a way that fits your personality
- how you can change their life with the value you have to offer.

When you're done with this section, you should have a personal brand statement connected to your values and tied to the emotions of the people you're specifically created to support.



HOW TO DISCOVER YOUR PURPOSE

so that you can get started on the gift of helping others.

Learn how to build a purposeful and powerful personal brand, which allows you to do what you love and help others in an impactful and profitable way.

MIND POWER

These questions are designed to support you in having a sincere conversation with your subconscious.

Do I find I am most motivated to succeed by what I desire or by what I want to get away from?
 What have I been most afraid of about my purpose?

3. What specifically am I currently most afraid of regarding purpose?

- 4. What am I most joyfully looking forward to?
- 5. What are the 3 great possibilities I can imagine for myself?
- 6. When I imagine myself being successful with purpose, what I see is?

PURPOSE CLARITY

PURPOSE CLARITY

These questions are designed to support you in having a sincere conversation with your subconscious.

1.	What do I believe my purpose is - something joyful, simple, and transformative? Why should I be doing this?
2. '	Who specifically does my purpose serve?
3. '	What does this value I provide do for my ideal customers?
	How specifically does this improve their lives (benefit of the benefit)?
5.	Where specifically do I have to be to let them know I exist?
6.	When should I start connecting and sharing with them?

PURPOSE STATEMENT

Take some time to write out your brand statement and get comfortable using this as your elevator pitch.

What is one benefit I can provide to my ideal customers?

My name is (Your full name)
I support(Ideal client)
in so that they can (the benefit of your purpose to the world)
(ideal clients top goal as it relates to your purpose)
and avoid (their top obstacle/pain point)
I do this by (strategies, the how)
I will write it down again. It helps me to remember it better.
What are the top 3 emotions that are most valuable to my ideal customers?

IMMEDIATE REFLECTION	NS OF WHAT I LEARNED F	ROM THIS MODULE	
HOW CAN I USE WHAT I LEARNED IN THIS MODULE	WHY MUST I USE WHAT I LEARNED IN THIS MODULE	WHEN WILL I USE WHAT I LEARNED IN THIS MODULE	
	IN THIS MODULE	THIS MODULE	

PURPOSE CLARITY

NOTES

HOW CAN I USE WHAT I LEARNED IN THIS MODULE	WHY MUST I USE WHAT I LEARNED IN THIS MODULE	WHEN WILL I USE WHAT I LEARNED IN THIS MODULE

Purpose Breakthrough Session

Let's go deeper and get crystal clarity on your purpose

As a multi-passionate entrepreneur, you thrive on many passions that light up your heart, and it comes from a true desire to learn as much as you can. Passion is essential for Purpose to thrive. There is a north star that all these passions are leading to, something deeper, something transformative: your Purpose. That's why getting crystal clear on your Purpose is the first step in your journey.

Once you get clear, you'll understand the value you offer, and you can learn how to attract and be attractive to those you were specifically meant to serve. You can create products and services that align with who you are and what they will gladly pay you any price for. Only you can do it the way you can, and that is your superpower.

My proprietary process for getting you crystal clarity on the next level of your purpose is the Purpose Breakthrough Session.

I'd love to invite you to book a private one-on- one VIP Session with me, Yetunde Shorters.

It's time to explore the depth and crystal clarity of your purpose with the support of a certified NLP Master Coach with over 20+ years of experience in International PR and Creative Branding and 13+ years as a six-figure business owner.

www.purposebreakthroughsession.com



"Our prime purpose in this life is to help others. And if you can't help them, at least don't hurt them." – Dalai Lama