

TRAINING #1 PLANNING & OUTLINING YOUR VIDEO BRAND

t h e W H A T

What have I overcome or achieve that I'm most proud of & how does it show up in my life everyday?

What do I love sharing about?

What am I skilled at & comes 'easily' for me?

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t h e V A L U E

Who do I want to serve?

What have I purchased / consumed that helped me achieve what I'm most proud of & shows up in my life everyday?

What price would you have paid for (your product) when you were in challenge?