My Brand Image

**1). What is your brand?**

 This brand will represent power and confidence. Miranda wants everyone last impression of her brand to let other people feel motivated. She wants to create a spirit of empowerment. Her brand will allow people to be unique and creative. Overall this brand will have great qualities that have people feeling good about their self. The important message would be to be comfortable with who you are.

**2).How do you identify yourself?**

 Miranda would identify herself as an independent, responsible and modest person. She is a person who can stand for herself. She is someone who can take her downfalls and make it into her strengths. She appreciates everything in her life and would keep a strong mindset despite her failures. She is someone who values her time more than she values her money. Her time is more appreciated because it is the one thing you cannot get back in this lifetime unlike money.

**3). Describe yourself?**

 She has many personalities. Her personality includes being shy, kind, hardworking, self motivated and independent. Miranda believe that each trait can work to her weaknesses and strengths. Her being shy can stop her from doing many things but her self motivation is what helps her push her limits. She sets her priority as her goal and would not let being in a shell phase her. She would work until she gets to her goal.

**4). Describe your best personal individual characteristics and express them as you want to develop them?**

 Her best personal individual characteristics would be her being independent. This is a good trait because your not depending on no one else. Being independent allows you to make decisions on your own and face the outcome of it. This independent trait can develop into a leadership trait. Miranda believes being independent can allow you to become a boss. It is a trait that is capable of knowing what they want and know how to delegate responsibilities.

**9). What is your significance?**

 Miranda brand significance will represent her as a person. She wants her personality to be known as the brand. When anyone thinks of Miranda they would associate words as powerful, confident, humble and unique. It would be all about positive motivation. She would want to give people that she had built within her.

**10). What is your achievement?**

 Her achievement would be based on her success. She would want to make an impact in whatever she does. Her achievement would be changing the message from all around the world. She would want to have a list of things accomplished under her name. Her achievement will be her legacy.

**11). What is your value?**

 Miranda value is her character. She values her pride. She is a respectful person who delivers and expect the same respect back. She will work hard to gain a good reputation and would not let the emotions get the best of her. Miranda is a person who would like everyone to remember her as someone who was always humble and respectful.

**12). Personal Mission Statement**

 Miranda personal mission statement is to encourage others and keep them motivated. We live in a world where we need to have each other back and hold each other down. Too many negative things in the world so it is time to keep a positive mindset and empower each other. We need to have free spirited mind to be able to build our business.

**13). Professional Mission Statement**

Miranda professional mission statement is to have a strong foundation of a business. She would like to have brand portfolio under her name. She would want to spread in different industries and represent something different in the industry. It is her goal to invent some changes in the business.