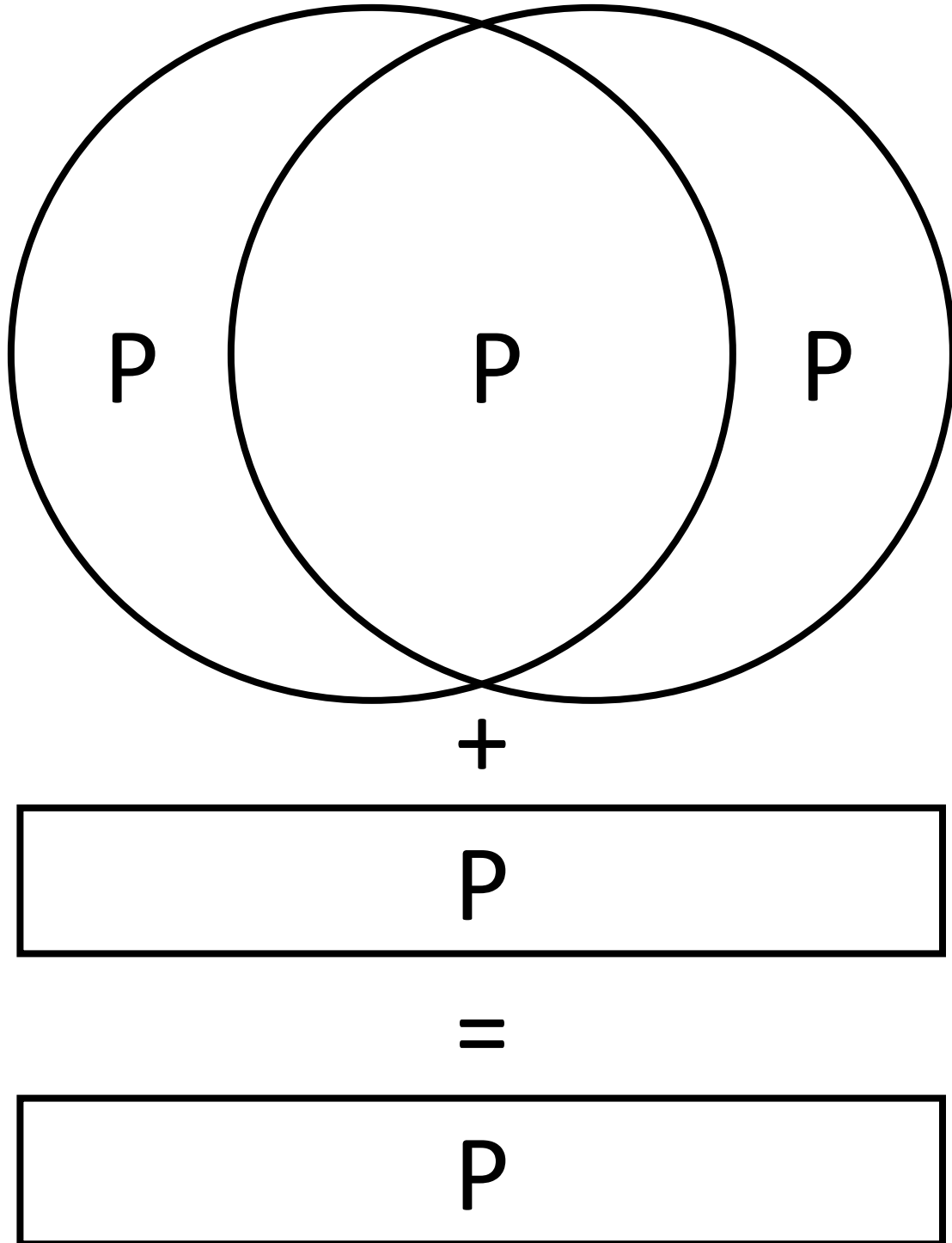


# Finding & Expressing Your Purpose

A Blueprint for Building a Powerful Signature Brand

*The 5 Ps Personal Branding and Client Attraction Model*

*created by Jennifer Henczel*



# Inspired Intro

Open with a compelling question or statement:

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My name is \_\_\_\_\_ and I want to write / publish a book about: \_\_\_\_\_

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I help (Who? brief avatar)

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To do what? (Use stories whenever possible) \_\_\_\_\_

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So they can (result/outcome) \_\_\_\_\_

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I invite you to connect with me... (Your call to action CTA. What do you want people to do next?)

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**NOTE:** Be prepared with a message for your ideal audience BEFORE you go to an event or outing. Guess what, whether you're in business, or serving your family and community, this is your introduction and personal branding statement. Express who you are, what you do, and the problem you solve in 3 – 5 sentences. Be more impactful and memorable in 20 seconds, than rambling on for 5 minutes. You can do it!

**DOWNLOAD: 300+ Power Words:**

<https://www.inspireinfluencers.com/powerwords/>

**Need more in-depth help with all this? We cover that in our 1-1 Strategy Sessions. Contact Jennifer Henczel of Inspired Influencers.**