



CHAMPION FOR GREATNESS AT EVERY AGE

Gladiator | Strategist
Business Consultant

Branding Your Best is creating a billboard of untapped potential to master relationships and win in life. It is the conversation you've been waiting to have—a rare chance to reinvent your options, evaluate your value proposition, improve your tools of negotiation, or simply remodel the next chapter in your life and career! Branding Your Best is not about achieving perfection – it is about “iterations.” You don't have to nail it perfectly but you need to bring your A-game to the table- to get it as right as possible and recreate it.

Along the journey, life happens. Besides a G.P.S., you need a trusted tool to reinvent this path for the best of you. The Authentic Positioning System (A.P.S.) is a 5-point compass of options that allows individuals to be centered in the Present while reshaping their Future. It's not about waiting, but rather taking action now to create positive progress for your life, your business, and your community.

Authenticity. If you don't know who you are, how can you expect others to grasp your life or purpose? Sometimes personal tragedy, a pink slip or a broken business deal throws you out of orbit and you forget how to operate clearly. Time to take control and make sure that what you project is your baseline True Self. Should you play life like a piano or operate in silent fear of your own potential? Learn ways to take 'combat' for your dreams—demographically and psychographically- and get out there in front where you belong.

Awareness. Branding is the image that you project onto the world out there. If someone said '360,' would you think surround sound or Anderson Cooper? This step is about learning how to compute your actual value to others in your personal or business sphere. How confident are you about the strength of your gifts or how to rework weakness into worth?

Audacity. Audacity is extraordinary boldness –the tightrope you walk on the path to success. Anyone can sling a tightrope a few feet up the tent poles. But it's when you raise them to the sky, only then will people gasp and pay attention. Your boldness is a virtue, but not if you execute a final fall. So you must choose your level of audacity and measure it against reality. Acting boldly is a skill that skims mediocrity off the surface of your dreams.

Assets. Whether have the best view from the corner office, are unemployed, or teeter-totter between the two, have you ever truly taken inventory of your assets? Do you know how they need to be leveraged and cherished? Are you treating them strategically or haphazardly- or do you let them stand in the street of life like a stalled construction zone? If you have created real assets, you will have a legacy. Without them, how can you brand your best?

Accountability. This could be the most painful point on the compass. But you cannot be accountable to others if you are not accountable to yourself. But those who can be branded accountable are the gold of the gold, the upward bound executive, the trusted manager, the well-financed entrepreneur and the one who gets the platinum-plated references. True accountability puts your name on the door. With it, you get a touch of greatness. You can let them see you coming.

www.CherylScales.com



BRANDING YOUR BEST