

Personal Branding For Christians In The Spotlight



CHRISTIAN WOMEN'S CORNER
WORKBOOK

Welcome

IT'S TIME TO DIG A LITTLE DEEPER INTO PERSONAL BRANDING FOR CHRISTIANS IN THE SPOTLIGHT.

This workbook was created to complement our [Personal Branding For Christians In The Spotlight](#) blog post. Writing your thoughts and plans in a workbook is a great way to help you digest what you're learning through the written word. We hope you find this useful when it comes to your personal branding. Enjoy filling out your workbook!

www.ChristianWomensCorner.com



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Why Christians Struggle With Personal Branding

Myth #1: Personal branding is all about selling.

Myth #2: Branding is only about action.

Myth #3: Personal branding is only about you.

Myth #4: Branding is all about perfection.

When you think of the words "personal branding", how do you feel?

Which of the branding myths do you struggle with the most? Why?

What's your biggest challenge when it comes to personal branding?

Do you tend to make your branding all about you or all about your flock? How can you strike a better balance?

What Every Christian Leader Should Know About Personal Branding

Personal branding is intentional.

Branding bonds you and your flock.

Personal branding should be positive.

Consider	Share Your Thoughts
How can you start including more of your personality in your business or ministry?	
What keeps you playing small with your business or ministry? What are you afraid of?	
How would you like your flock to describe the experience of engaging with your ministry or business?	

Build A Personal Brand That Ministers to Your Flock

What message do you feel like you're called to share?

Why is this message important to you?

What's your sweet spot (the place where your strength meets your flock's needs)?

What is it you love about your sweet spot?

Connect with Your Flock through Your Personal Brand

Consider	Share Your Thoughts
Who is your ideal client or congregant?	
Why are you passionate about serving this client?	
How will you be helping your ideal client?	
In what ways will you accomplish this (one-on-one coaching, webinars, etc.)?	

Use Social Media for Personal Branding

What are the most popular networks in your industry? Have you already set up a profile on them?

How frequently do you post on your social networks? How frequently are others in your niche posting?

What times of day do you get the most interaction (comments, likes, replies)?

What is it you love about your sweet spot? What groups do you participate in on social media? How are you serving your flock?

Notes

Congratulations!

You completed the Personal Branding For Christians In The Spotlight Workbook!

Our hope is that you walk boldly in the spotlight and that this workbook will help you prepare and create a solid foundation for your personal brand.



Join Our Facebook Group For Friendly Accountability And Community



The Christian Women's Corner private Facebook group was created with you in mind. CWC's goal is to provide and facilitate encouragement, accountability, and community for Christian women.

The CWC private Facebook group includes both Christian Women's Corner and Good Morning Girls resources.

What is Good Morning Girls?

Good Morning Girls meets online daily to keep each other accountable in God's word and in prayer as we read through the Bible cover to cover just one chapter a day.

We're excited and hope you will join our private Facebook group to start reading the word of God daily and have the accountability to keep up this habit and read through the entire Bible with us.

To find out more about the Christian Women's Corner Facebook group, please click the green button below.

CLICK HERE

About The Author



Alicia Bowyer created Christian Women's Corner after talking to a good friend one day. They discussed how hard it was to keep up with daily prayer, Bible reading, and telling others about Jesus who didn't share their faith. She knew that some might not struggle with these three things, but many do.

She wanted to take the knowledge that she gained from over 40 years on her Christian walk and help others.

Alicia lives in Barrie, Ontario, Canada, with her family, whom she loves dearly.

To find out more, visit: www.ChristianWomensCorner.com