

How Will you Thrive in the Coming Years?

This edition of your Weekly Winning Resources is all about the word brand. Your personal and/or business brand tells the story of who you are, how you behave, and why someone would be interested. Maybe you only think of companies when you hear the word brand, but you too are a brand whether you know it or not. What you wear, how you talk, and what you do is telling people who you are. In fact, every interaction in any form is branding you personally and professionally. Why is branding so important? Your brand expresses the value that you provide. Steve Jobs is famous for saying, "Your brand is the single most important investment you can make." At I've Decided, our purpose is to make sure you achieve your goals and dreams whatever they may be. We know that your brand, be it personal or business, will be a major factor in your success. Your success is our mission!

Your Weekly Winning Word:

Brand:

The personality and unique design or symbol of a person or brand.

Your Weekly Winning Article:

There is no better time than now to work on your personal brand. The world needs what you have to offer and people need to understand what that is. We found this wonderful article by Michael Brenner, "Why now is the time to build your personal

brand.” It’s time for you to show the world who you are and what you have to offer! Check it out. [Click Here To Read](#)

Your Weekly Winning Challenge:

Work on your brand. Answer these questions:

1. What are your values and passions?
 2. What are your traits?
 3. What do you want to be known for?
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Your Weekly Winning Quote:

“Every interaction, in any form, is branding.” ~Seth Godin

WE NEED YOUR HELP...Please help us spread the word about our awesome community. You can help us by following our I’ve Decided Social Media pages on Facebook, LinkedIn, Instagram, and Twitter, and please be sure you like, comment, and share our posts. The more people we can reach, the more people we can help achieve their goals and dreams. Thank you!



Included in your I've Decided Membership are our Success Groups. We are excited to bring these resources to you in order to help you achieve your goals and dreams. We have designed these monthly success groups to help you make progress with your goals and dreams and provide you the opportunity to network with other people who are interested in a similar goal to you, advice and information from an expert coach, and the support you need for success! [Click Here To Watch Any Of Our Past Success Groups Recordings](#)

Can you really be mentally strong without good sleep? Tune in now to "My Success" with Kim Martin, and sleep expert and coach, Thomas Hinton, as they have a discussion about the impact of sleep.

Our mission is your success!

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