**Taft Attorney Personal Brand Statement**

1. How would I describe myself to others? (What are my current interests? What are my values?)

2. How do clients, prospects, and referral sources perceive me? (If I don’t know, ask.)

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3. What am I especially good at in my work? (What is a common area that people seek my advice and help in? What sets me apart from others?)

4. What is my personal elevator pitch based on my brand, as described above?