



#CNQCONTEST

Now – when you read these questions, what keywords and phrases come to mind? Write them on your cocktail napkin:

- What are your top skills and areas of expertise?
- Do you have a line of business focus, or a preferred industry?
- Who are your target clients, internally or externally?
- What problems do you help them solve?
- Do you have any certifications or specialized training?
- What about a geographic preference? For example, do you cover the Midwest?
- What results do you produce? What value do you deliver?



Now snap a picture of your cocktail napkin and post it to Instagram or Twitter, tag me ([@SimaSays](#)) and use the hashtag [#cnqcontest](#). Each month one random winner will receive a **Personal Brand Power Pack** including my chapter from the book *Make Your Connections Count*, (on personal branding) and a copy of *Words of Wisdom* including chapters by Brian Tracy, Dr. John Gray and yours truly, plus an MP3 audio recording of my interview with the publisher.

Ready? Set? GO!