



Tips for Differentiating Yourself

#1 What drives you? A personal conviction, like a strong belief in natural products? What gets you so excited, you just have to share it? Whatever it is, refine it enough to stand out. For example, I'm in Communications and Design because I love visual and written messaging. But I'm driven by my conviction to help women live life on their own terms, expressing their true selves.

#2 List things that are very you. Things you love. Experiences you crave. Words you're drawn to. For example, a few of mine are: new experiences, freedom, non-conformity, adventure, and discovery. Look for a theme that you can weave into your work to give it an usual flair.

#3 What are you better at than anyone you know? It can be unrelated to your work, yet complement it in an unusual way.

#4 Ask your friends and colleagues what they see in you that's uncommon or really important to you? One of those might spark ideas.

#5 What's the message you'd love to shout out to the world? What really matters to you can be a brilliant way to make your message super catchy. If you're not sure, check out: [Uncage the Lion Within](#)

Have fun and good luck!