

Personal Motto

Overview

Think of a personal motto as a sort of mantra. You might choose one that keeps encouraging you to be the person you want to be, even when you're going through a difficult time. A personal motto communicates who you are, what you do, and why you do it. A personal motto makes you focus on the things you care about and remind you who you are and what you stand for. It distinguishes you in the minds of your target market, expresses your personality, and/or gives a sense of what you do. Aim for a personal motto that best encompasses where you are right now. To come up with your own motto, think about which theme/subject means the most to you at this point in your life. Then, brainstorm a ton of words and phrases associated with that subject. Loose associations are fine: let your unconscious take over. You might find you've written out a phrase that means just the right thing to you.

Resources

- 9 Reasons You Need a Personal Motto:
<https://www.psychologytoday.com/us/blog/changepower/201508/9-reasons-you-need-personal-motto>
- 101 Personal Mottos To Live By (And How To Choose One):
<https://www.aconsciousrethink.com/11672/personal-mottos-to-live-by/>
- Create a Personal Motto to Stay Focused on What Really Matters:
<https://www.emotionallyresilientliving.com/create-a-personal-motto-to-stay-focused-on-what-really-matters>
- How to Create Your Personal Brand Tagline:
<https://jive.com/resources/blog/create-your-personal-brand-tagline/>
- How to Sum Up Your Personal Brand in a Tagline:
<http://www.dummies.com/careers/find-a-job/personal-branding/how-to-sum-up-your-personal-brand-in-a-tagline/>
- Is Your Tagline Too Long? (Or Too Short?):
<https://mission-minded.com/is-your-tagline-too-long-or-too-short/>
- Personal Branding: What's Your Slogan?
<https://www.workitdaily.com/personal-branding-slogan/>

Assignment

Write your personal motto in the space below – ideally a short phrase or single sentence of 2 to 10 words maximum.