

Denise's Dictums: Personal Branding Tips

1. Define a brand that is authentic and sustainable



2. Be detail-attentive



3. Run, especially when everyone else is walking



4. Don't settle for mediocrity



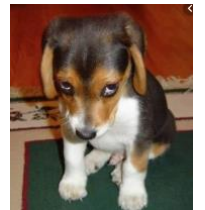
5. Expand your comfort zone



6. Always say 'please' and 'thank you'



7. When you mess up, fess up



8. Remember to laugh, unapologetically



9. Believe it. Then be it.



10. Lift as you rise

