

# DE BOUWSTEEN FORMULE™ - DEEL II: NU GAAT HET OVER JOU!

## JOUW KERN (PERSONAL BRAND)

Five light blue rounded rectangular boxes arranged in two rows: three in the top row and two in the bottom row. These boxes are intended for defining the user's personal brand core.

## JOUW BUSINESS BRAND

Five light purple rounded rectangular boxes arranged in two rows: three in the top row and two in the bottom row. These boxes are intended for defining the user's business brand.

## JOUW MODEL

A single light green rounded rectangular box intended for defining the user's business model.