**#1 Your Authentic Voice**

**An important factor in Iconic Branding is finding your authentic voice. To find your Authentic Voice simply answer these 10 Questions**

**1. Who is your Favorite World Leader?**

**Why do your Admire them?**

**2. Who is your Favorite Historical Figure?**

**Why do your Admire them?**

**3. Who is your Favorite Cartoon Character?**

**Why do your Admire them?**

**4. Who is your Favorite Actor?**

**Why do your Admire them?**

**5. Who is your Favorite Business Leader?**

**Why do your Admire them?**

**6. Who is your Favorite Celebrity?**

**Why do your Admire them?**

**7. Who is your Favorite Rock Star?**

**Why do your Admire them?**

**8. Who is your Favorite Movie / Character?**

**Why do your Admire them?**

**9. Who Do You Most Admire?**

**Why do your Admire them?**

**10. Can you see how you are your answers?**

**You would not be admiring or identifying with them if you didn’t have these traits as well. So consider you have just described yourself and taken a step closer to you authentic voice.**