



# DEFINE YOURSELF

& BECOME THE ARCHITECT OF YOUR FUTURE

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YOUR IMAGE TELLS YOUR STORY  
BE A STORY WORTH TELLING

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MONALISA CHUKWUMA



# Define Yourself

A Step-by-step Guide to Building Your Reputation and the Life of your Dreams



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*Define Yourself delivers a simple, straightforward blueprint for anyone who wants to build a powerful, compelling and enduring personal brand. Define and develop, package, distribute and live your personal brand - these are the four strands of the personal branding DNA upon which powerful, compelling and enduring personal brands are built.*

*I've written this book for anyone who wants to harness the power of a distinctive and compelling personal brand to increase their visibility, credibility and recognition.*

*MonaLisa*





# Dedication

*For Nefertiti, Light, Life, Love,  
Pearl, Juliet and Pamela*  
-London

*“The only person you are destined to become  
is the person you decide to be.”*

**RALPH WALDO EMERSON**

Poet, philosopher and essayist

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*“Don’t ask yourself what the world needs, ask yourself what makes you come alive, and then go do that. Because what the world needs is people who have come alive.”*

**REV. DR. HOWARD THURMAN**

Author, theologian and educator

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*Your image tells your story.  
Be a story worth telling.*

**MONALISA**