



*Your leadership
creates awareness.
Awareness creates
better decisions.
Better decisions
shape strong
personal brands.*

HELP OTHERS PROTECT THEIR BRAND



ALL OF YOUR ONLINE ACTIVITY IS SHAPING YOUR PERSONAL BRAND.

You've seen the power of Protect Your Brand. Now help others understand how their online choices shape how they are seen, trusted, and remembered. Your leadership can start a ripple that becomes a movement.

START THE CONVERSATION

Raise awareness in a way that feels natural, helpful, and genuine. You're not just sharing information—you're opening eyes to opportunity.



BEGIN WITH A QUESTION

Ask something that makes them think about their online presence.



SHARE YOUR EXPERIENCE

Tell how PYB helped you see things differently.



HIGHLIGHT THE BENEFITS

Better decisions. More opportunities. Stronger reputation.



LISTEN TO THEIR PERSPECTIVE

Ask for their thoughts and experiences. Listen before you respond.



INVITE THEM TO TAKE ACTION

Encourage them to complete Protect Your Brand.



REMEMBER

People don't care how much you know until they know how much you care.

CREATE AWARENESS THAT INSPIRES ACTION

Use the ideas below to reach more people and spark interest in Protect Your Brand.



PRESENTATIONS

Share in class, team meetings, or clubs.



ONE-ON-ONE TALKS

Have real conversations that start with listening.



WORKSHOPS

Create an interactive experience or activity.



SOCIAL MEDIA

Use posts, stories, or short videos.



DIGITAL CAMPAIGNS

Email, announcements, or online challenges.



COMMUNITY EVENTS

Share at church, youth groups, or local events.



FAMILY & FRIENDS

Start with those closest to you.



BE CREATIVE

Think of your own way to make an impact.

What's one creative idea you will try?



ACTION CHECKLIST

Before moving on, choose at least two ways you will create awareness.

- ☐ Plan a presentation or talk
- ☐ Have one-on-one conversations
- ☐ Use social media to share
- ☐ Organize or lead a workshop
- ☐ Create a digital campaign
- ☐ Start with family or friends
- ☐ Attend or speak at an event
- ☐ Other: _____



Who are the first three people or groups you will reach out to?

1. _____
2. _____
3. _____



REFLECTION

- ★ How will helping others protect their brand create a positive impact?

- ★ What do you hope people will gain by taking Protect Your Brand?


1

RECOGNIZE
OPPORTUNITY

2

CHOOSE
YOUR ROUTE

3

HELP OTHERS
PROTECT THEIR BRAND

4

TAKE THE
JOURNEY

5

LEAVE A
TRAIL

6

KEEP
TRAVELING