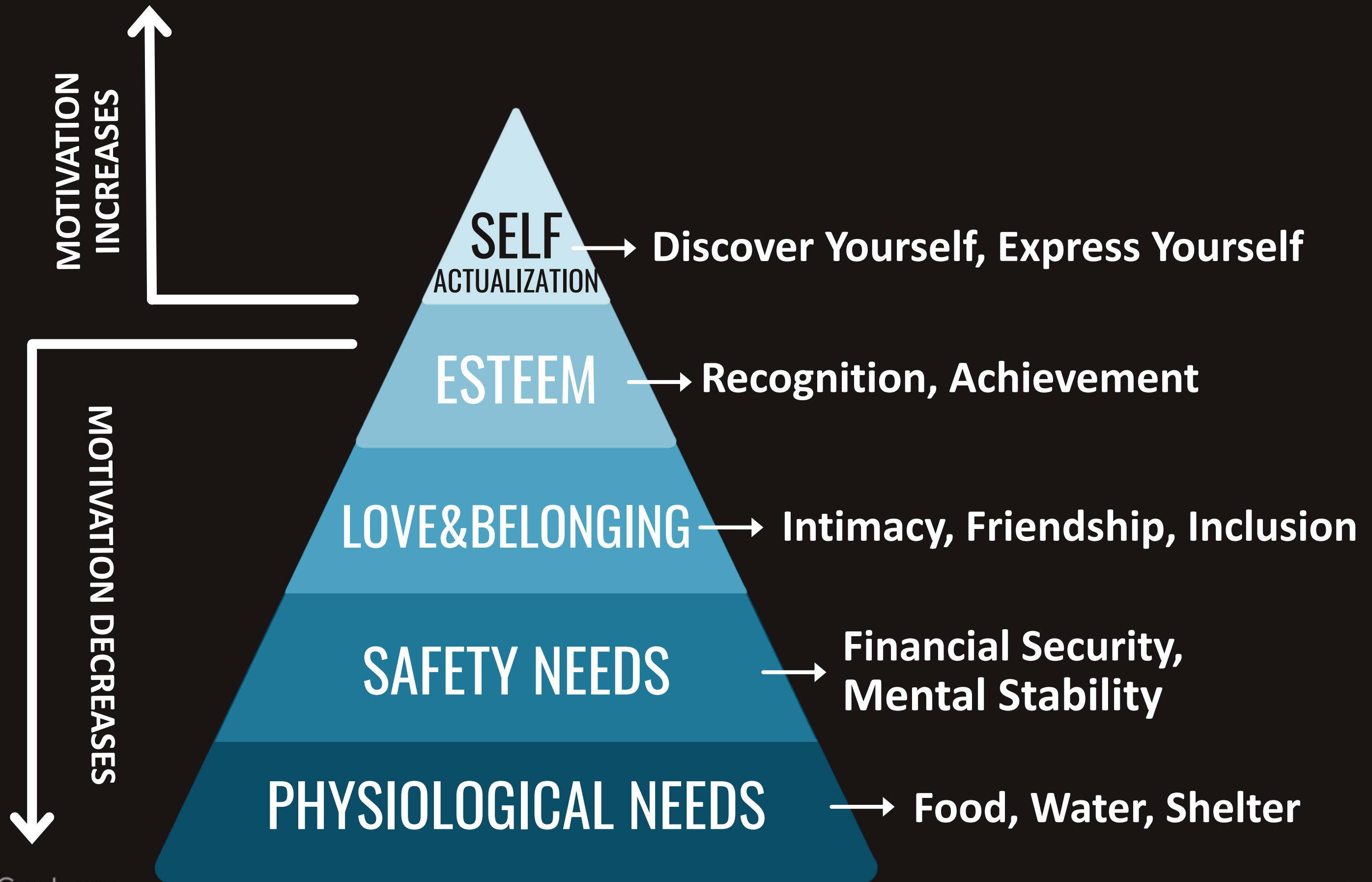





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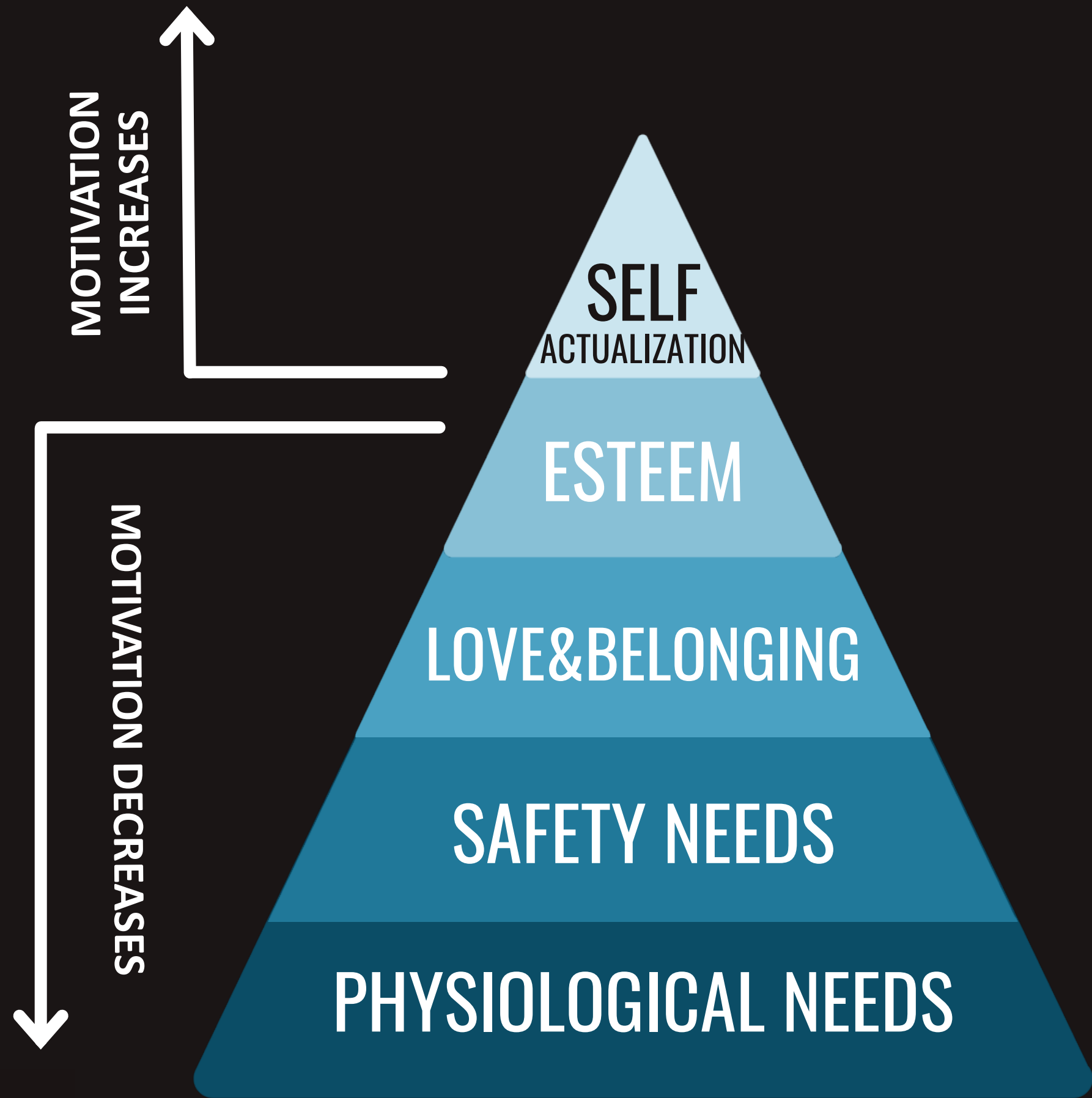
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Brand Builders Group Study (2021)

- **A personal brand is no longer seen as a vanity move, but a critical part of being a business professional today.**
- **Personal branding is the future: 76% of Older Millennials (born 1977-1986) say they “are more likely to buy from someone who has an established personal brand” while only 33% of Boomers responded the same way.**
- **Millennials and Gen Z place an unexpectedly high emphasis on personal branding in determining what they buy, where they work, who they listen to, who they recommend, who they hire, who they vote for and even who they date.**

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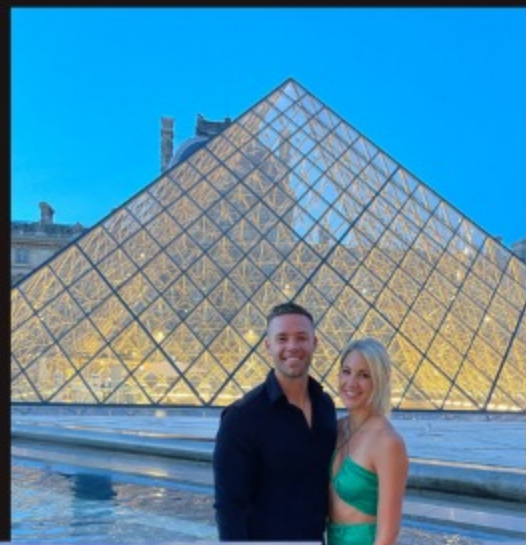
Ordinary: with no special or distinctive features; normal.

Extraordinary: rare, remarkable, unusually great.

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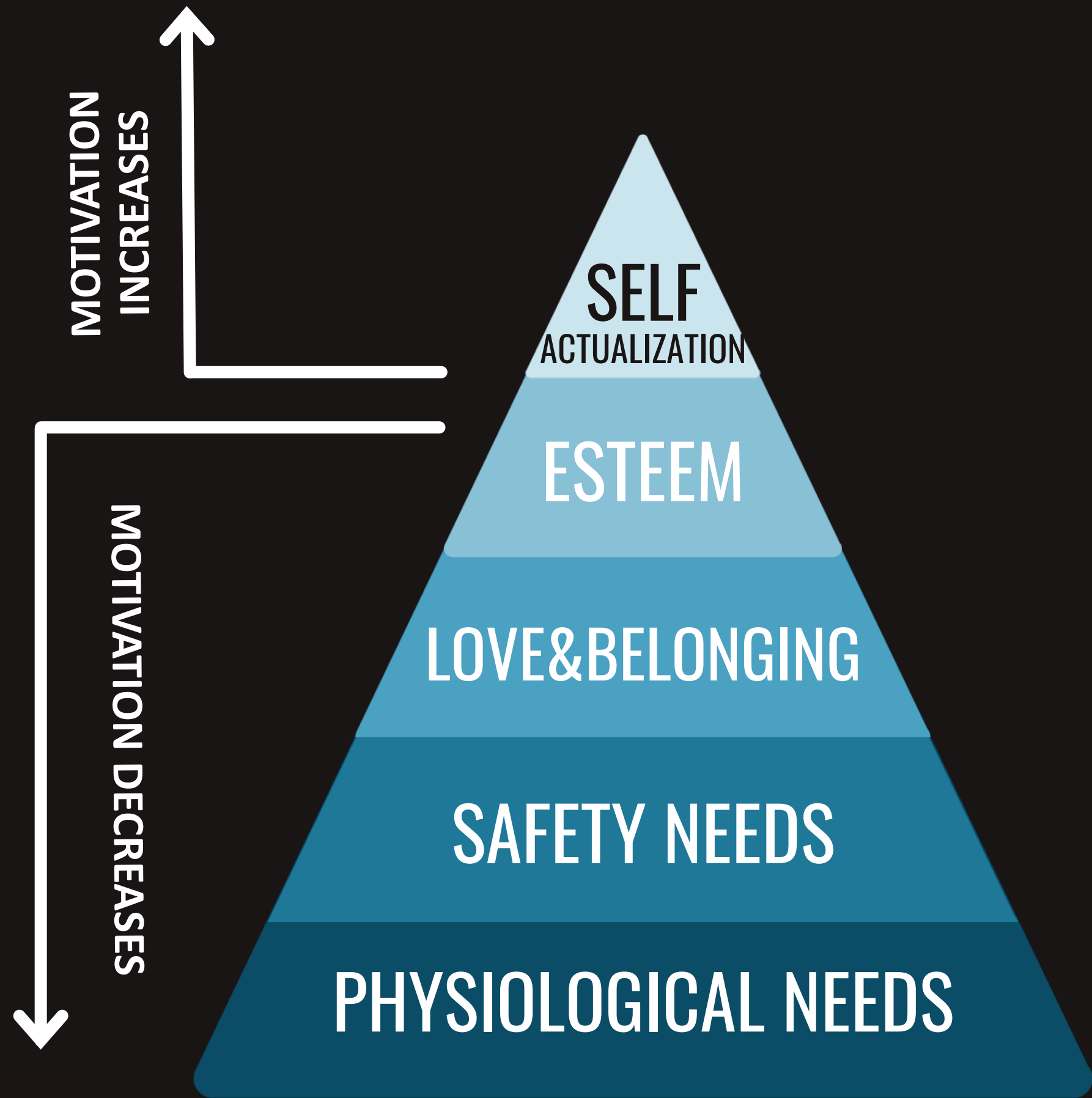
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