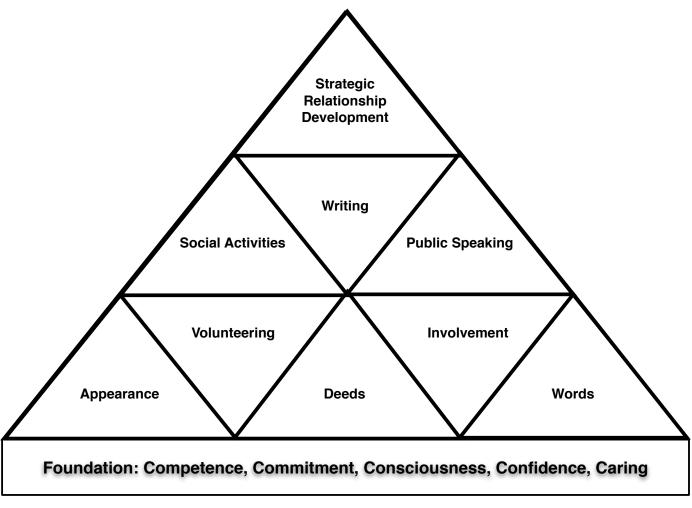
## The Personal Brand Pyramid



Copyright © 2012 Siegman Consulting Services, Ltd. All rights reserved.