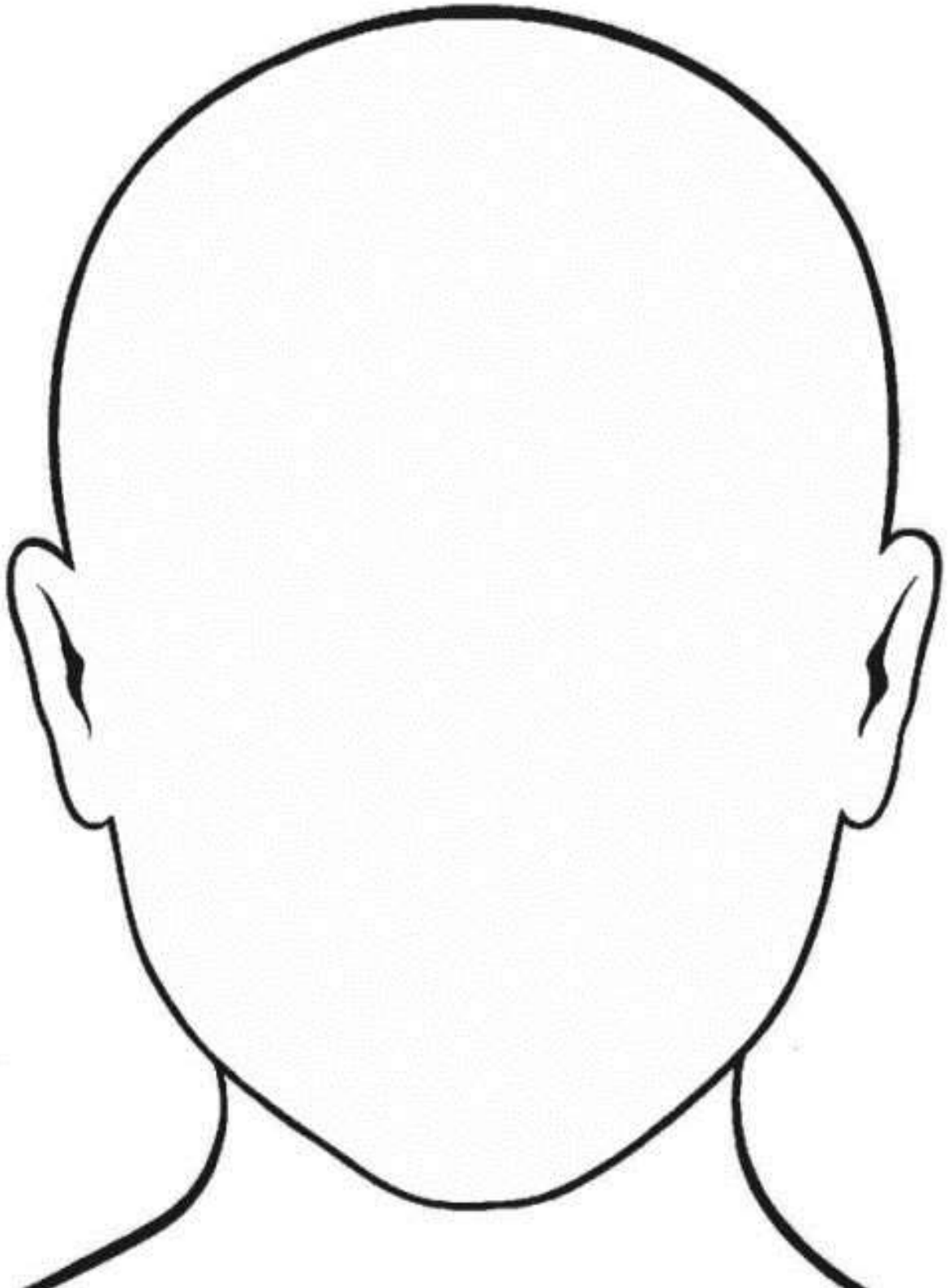**Public Persona**

- **Image that others project on you**
- **Image that you project to others**

"The person others see or think I am"

Private Self

- **Characteristics that are hidden to others**
- **Things you selectively share with others**

"The Person I REALLY am"