

PERSONAL BRANDING WORKSHEET

A. My ideal outcomes from a stronger personal brand (circle all that apply, then rank in order of importance):

- _____ A promotion or elevation in work prestige
- _____ A new job (within same field)
- _____ A new career/industry
- _____ Clients/customers that are of higher quality
- _____ Clients/customers that you enjoy more
- _____ Positioning yourself as an expert/authority in a particular field
- _____ Other _____

B. If you had to describe your personal brand right this minute, what would it be?

What do you say about yourself? (Elevator pitch)

What do others know you for? What do they say about you?

C. Elements of your brand:

Highlights of your experience: What have you done, what are you educated in?

What others say: What is the conversation around you currently (see B above)? How do you want that to change? Is there anything they say that you want to make a strong part of your brand?

Your desires: What do you want to be known for?

C. Elements of your brand (continued)

Where you say it: Who needs to know about your brand? Where can they be reached? Be as specific as possible.

How you say it: How do you take all of these elements and package them into something that positions you and your strengths in a way that will meet your goals from section A? (Yes, this is the hardest part for everyone!)

D. Refinement and execution:

Define a niche: You can't be all things to everybody. What is the segment of growth that you're most excited about? Is it a certain industry? Certain type of client? Be specific and use this as the basis for your positioning. You can always broaden if needed.

Next steps:

- Once I craft my initial brand outline (even just a few sentences), I will share it with _____ . (Person you trust who knows your skills, abilities, and desires)
- Looking at the elements of where my audience is (section C, where you say it), I need to develop the following groups/people/outlets: