



Personal Branding Worksheet



WHO
WHAT
HOW
WHY



WHO DO YOU SERVE?

Describe the communities, organizations and tribes you serve. Pick the top 3. Then narrow to the one that resonates the most with you.



WHAT DO YOU DO?

Describe what you do to help others.
Pick the top 3.



HOW?

Describe in tangible terms how you are able to help others. Pick the top 3.



WHY YOU DO THIS?

Describe the emotional, intangible benefits you create for others. Pick the top 3.



PUT IT ALL TOGETHER



POSITIONING STATEMENT:

I HELP

TO

Community/Organization/Tribe You Serve

BY

What You Do To Help Others (Maximum of 3)

How You Help Others

THAT

Why: Emotional Impact You Create



EXAMPLE:

SIEGELVISION **Positioning Statement**

I HELP *purpose driven organizations* **TO**
Community/Organization/Tribe You Serve

achieve clarity of identity, clarity of expression and clarity of experience **BY**
What You Do To Help Others (Maximum of 3)

delivering clear, hard hitting solutions **THAT**
How You Help Others

inspire action and drive impact.

Why: Emotional Impact You Create

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