

# *Personal Branding Worksheet*

## CORE FOUNDATIONAL COMPONENTS

These Components are foundational to the brand you create.

WHAT IS YOUR NICHE?

WHY DO YOU DO WHAT YOU DO?

WHAT IS SOMETHING UNIQUE TO YOUR SERVICE?

WHAT DO YOU WANT SOMEONE TO FEEL WHEN THEY COME ACROSS YOUR BRAND?

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## CORE FOUNDATIONAL COMPONENTS

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WHAT IS YOUR MESSAGING

WHO IS YOUR IDEAL CLIENT?

WHAT DO YOU HELP YOUR CLIENTS WITH?

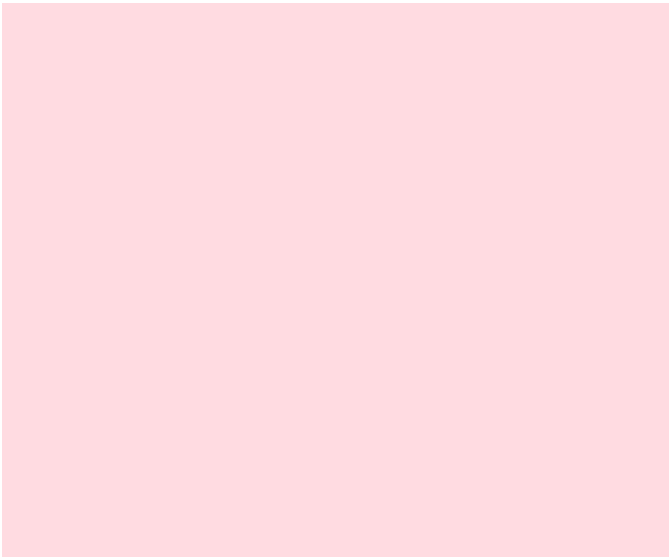
WHAT IS YOUR LONG-TERM GOAL?

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## VISUAL COMPONENTS

These Components build the perception of your brand to a viewer, prospect or consumer.

HOW WILL YOUR TONE BE?



WHICH WILL BE YOUR TOP 3-5 FONTS?



WHICH WILL BE YOUR TOP 3-5 COLORS?

