

Shaping My Personal Brand

Background

This worksheet will help guide you in creating your own personal brand statement.

Instructions

Reflect on and answer the questions below. Use your answers to help shape your personal brand.

What values are most important to me?

1. _____
2. _____
3. _____

What are my strongest skills?

1. _____
2. _____
3. _____

What are skills can I can improve?

1. _____
2. _____
3. _____

What do I love to do? (i.e. hobbies, talents, interests)

1. _____
2. _____
3. _____

What do I dislike doing?

1. _____
2. _____
3. _____

What are the qualities of my ideal job?

1. _____
2. _____
3. _____

What makes me unique?

1. _____
2. _____
3. _____

What do I want to accomplish one year from now?

1. _____
2. _____
3. _____