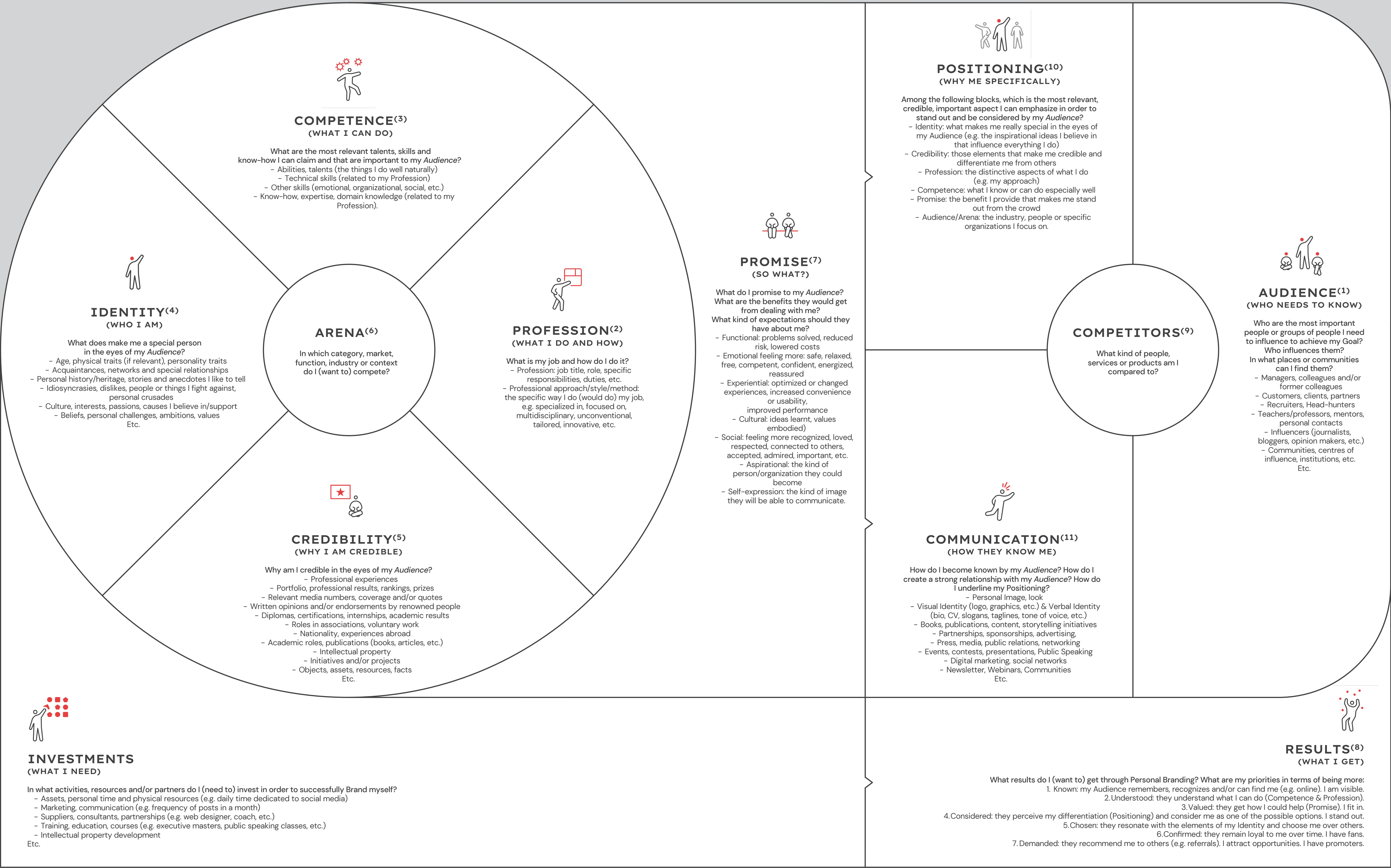


THE PERSONAL BRANDING CANVAS

Goal: why should I do Personal Branding?



Instructions: write your strategic goal in the top right section. Using small sticky notes and a marker, answer to the questions of each block and list all the main elements of your Personal Branding strategy. Preferably follow the order determined by the numbers near each block name. Make notes in the INVESTMENTS block whenever you like or at the end of the process. It will be your strategic Personal Branding plan!