

6 Uncovering Your Brand

Week 6 Personal Branding Worksheet

1) Personal Brand Statement

a) Record your Values, Interests, and Skills Below, and identify what you think your greatest strength as a professional is:

Values

1.	2.
3.	4.

Interests:

1.	2.
3.	4.

Skills (2 technical, 2 transferable):

1.	2.
3.	4.

Strength

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b) Gather feedback from two peers. Ask them to provide you with three words that they would use to describe you. What do they think is your greatest strength?

Person:		
Descriptors:		
Strengths:		

c) Determine the similarities and differences between what you perceive about yourself compared with what others think of you:

Similarities:

Differences:

d) Synthesize the similarities into a single statement (25-50 words) identifying your personal brand:

2) Elevator Pitch

What is your name?

What are you studying?

What do you like to do in your spare time?

What do you care about?

What sets you apart from others?

What are you seeking?

e) Take the information from a) to f) and write the answers in sentence form using between 90-120 words:

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3) LinkedIn

Account Link

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Professional Headline

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Summary

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Skills

1.
2.
3.
4.

Companies you are following:

1.
2.
3.
4.

Groups you have joined:

1.
2.
3.

4) Twitter Account

Twitter handle

@

Tweets

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Following

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Followers

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Account Description ("About Me") Text

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Location:

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Text of last five tweets:

1.	
2.	
3.	
4.	
5.	