# **Personal Branding Worksheet**

## **Brand Foundation**

### **Your Unique Value Proposition**

**Complete this sentence:** "I help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ achieve \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_"

**Example:** "I help small businesses achieve better customer engagement by building user-friendly web applications that solve real problems."

**Your version:**

### **Core Brand Attributes**

**Choose 3-5 words that best describe your professional identity:**

□ Analytical □ Creative □ Detail-oriented □ Innovative □ Collaborative □ Problem-solver □ User-focused □ Reliable

□ Adaptable □ Strategic □ Results-driven □ Passionate □ Technical □ Communicative □ Leadership □ Learning-focused

**Your top 3:**

### **Your Professional Story**

**Background:** Where did you come from professionally?

**Transition:** Why are you moving into tech?

**Future:** Where do you want to go?

**One-sentence story:**

## **Target Audience Analysis**

### **Who Needs to Know Your Brand?**

**Primary audience (rank by importance):** \_\_\_ Hiring managers \_\_\_ Technical recruiters

\_\_\_ Current tech professionals \_\_\_ Potential mentors \_\_\_ Industry leaders \_\_\_ Career changers like you

### **Ideal Employer Profile**

**Company size:** □ Startup (1-50 employees) □ Growing company (50-500)

□ Large corporation (500+) □ Any size

**Company culture:** □ Fast-paced, high-growth □ Stable, established □ Innovation-focused □ Collaborative team environment □ Remote-first □ Social impact focused

**Industry focus:** □ Any industry □ Healthcare tech □ Financial services □ Education technology □ E-commerce □ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## **Brand Messaging**

### **Elevator Pitch Variations**

**30-second version (networking events):**

**60-second version (informational interviews):**

**LinkedIn headline formula:** [Current Status/Goal] | [Key Skills] | [Value You Bring]

**Your LinkedIn headline:**

### **Key Messages to Communicate**

**Technical competence:** "I demonstrate technical skills through..."

**Business value:** "I bring business value by..."

**Growth mindset:** "I show my commitment to learning by..."

**Unique perspective:** "My background in [previous field] gives me..."

## **Digital Presence Audit**

### **Current Online Presence**

**LinkedIn Profile:**

* Professional photo: □ Yes □ No □ Needs update
* Compelling headline: □ Yes □ No □ Needs update
* Complete summary: □ Yes □ No □ Needs update
* Skills section updated: □ Yes □ No □ Needs update

**GitHub Profile:**

* Professional username: □ Yes □ No □ Needs update
* Profile README: □ Yes □ No □ Needs update
* Pinned repositories: □ Yes □ No □ Needs update
* Consistent activity: □ Yes □ No □ Needs update

**Other Platforms:**

* Twitter/X: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Personal website: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Portfolio site: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### **Content Strategy**

**Types of content to share (check 3-5):** □ Project updates and demos □ Learning progress and insights

□ Industry news with your perspective □ Technical tutorials you create □ Career change journey updates □ Helpful resources you discover □ Community event attendance □ Behind-the-scenes learning process

**Posting frequency goal:** □ Daily □ 3-4 times per week □ Weekly □ Bi-weekly

## **Brand Assets**

### **Visual Identity**

**Professional photo guidelines:** □ High-quality, recent photo □ Professional but approachable □ Consistent across all platforms □ Appropriate background

**Color scheme/style preferences:** Primary color: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Secondary color: \_\_\_\_\_\_\_\_\_\_\_\_\_ Style preference: \_\_\_\_\_\_\_\_\_\_\_\_

### **Content Templates**

**Project showcase post:** "🚀 Just finished building [project name]! This [brief description] helps [target user] [solve what problem]. Built with [tech stack]. Check it out: [link]. What features would you add? #WebDev #Learning"

**Learning update post:** "📚 This week I learned [specific skill/concept]. The biggest 'aha' moment was [insight]. Already planning to apply this to [upcoming project]. What's something new you learned recently? #TechLearning"

**Community engagement post:** "Great session at [event name] today! Key takeaway: [insight]. Thanks to [speaker/organizer] for [specific value]. Looking forward to implementing [action item]. #TechCommunity #Networking"

## **Networking & Community Engagement**

### **Online Communities to Join**

**Platforms to be active on:** □ LinkedIn tech groups □ Twitter tech community

□ Dev.to blogging platform □ GitHub discussions □ Reddit programming communities □ Discord/Slack tech channels □ Industry-specific forums

### **Offline Networking**

**Local events to attend:** □ Tech meetups □ Industry conferences □ Bootcamp alumni events

□ Professional association meetings □ Hackathons □ Co-working space events

**Monthly networking goal:**

* Online interactions: \_\_\_\_\_ per week
* New connections: \_\_\_\_\_ per month
* Events attended: \_\_\_\_\_ per month

## **Brand Consistency Check**

### **Message Alignment**

**Across all platforms, are you consistently communicating:** □ Your target role and goals □ Your unique background and perspective

□ Your technical skills and projects □ Your professional values □ Your learning journey and growth

### **Regular Brand Maintenance**

**Monthly review:**

* [ ] Update LinkedIn with new skills/projects
* [ ] Share recent learning or project updates
* [ ] Engage with others' content meaningfully
* [ ] Review and optimize profiles

**Quarterly review:**

* [ ] Assess brand message consistency
* [ ] Update professional photos if needed
* [ ] Review and refresh bio/summary sections
* [ ] Evaluate networking and community engagement

## **Success Metrics**

### **Brand Awareness Goals**

**3-month targets:**

* LinkedIn connections: \_\_\_\_\_
* GitHub followers: \_\_\_\_\_
* Profile views per month: \_\_\_\_\_
* Comments/engagement on posts: \_\_\_\_\_

**6-month targets:**

* Speaking opportunities: \_\_\_\_\_
* Mentorship requests received: \_\_\_\_\_
* Job opportunities through networking: \_\_\_\_\_
* Industry recognition (features, mentions): \_\_\_\_\_

### **Quality Indicators**

□ People reaching out for informational interviews □ Recruiters contacting you directly

□ Speaking/panel invitations □ Mentorship opportunities (giving or receiving) □ Job referrals from your network □ Recognition as a thought leader in your niche

**Date Completed:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Next Brand Review:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_