

# PERSONAL BRANDING WORKSHEET



Branding is an incredibly powerful tool to differentiate products & services in the marketplace. The same holds true with personal branding, the process of establishing & consistently reinforcing who you are and what you stand for.

Borrowing from trusted marketing frameworks, this form provides you with a structured way of considering what makes you unique. I hope this helps you build a strong personal brand and make the most of what you can offer this world.

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## 1. WHO ARE YOU? (DESCRIPTORS)

- What professional titles classify “what you do?”
- With which industry do you associate yourself?
- What professional designations define you?
- Which demographic traits drive your identity?



## 2. WHAT DO YOU DO WELL? (SKILLS)

- What are your top functional skills?
- What are your top technical skills?
- Which skills are you most proud of?
- In which areas have you excelled?



## 3. HOW DO YOU WORK? (STYLE)

- What are your transferrable, "soft" skills?
- How have people described your work style?
- How would you describe your personality?
- How do you want to be known?



## 4. WHAT WILL BE YOUR LEGACY?

- What do you stand for?
- What lasting impact do you want to make?
- What's your professional mission?
- How do you want to be remembered?

