

# Creating Your Personal Brand

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# Creating Your Personal Brand Overview

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## What is a Personal Brand?

- A Personal Brand tells others who you are, what you do and the value you add to a team or company.
- A Personal Brand will highlight your unique set of abilities, strengths and characteristics that set you apart from your peers. It is also [how](#) you use these key qualities to achieve results in your work and life.
- Your Personal Brand helps others view you for potential career opportunities.
- Your Personal Brand statement should be at the top of your bio and featured on your online networking sites.

## Tips in Preparing Your Personal Brand:

- Combine your strengths, skills and unique talents into a powerful Personal Brand statement.
- See how you can combine them into a short phrase.
- Your Personal Brand statement should communicate clearly who you are.
- It should be simple and memorable, and it should feel inspiring to you.

## Steps to Writing Your Personal Brand:

- Say who you are and what you do that makes you special or unique. (Create a list of words.)
- Tell what you are an expert at doing and give a short example of what you have achieved using your particular talent and/or what you have to offer a team or organization.
- Write down your success stories with others.
- Describe the industry or field you are in or want to be in.

## Example of a Personal Brand Statement:

I bring an analytical, investigative and tenacious problem-solving energy to work every day. I am the best at identifying the root cause of a technical problem. My team calls me the 'guru' for complex technical installation issues. I know how to apply the right solution. I am a leader and role model for my team. In team meetings I share my technical knowledge to make each member of the team better.

# Creating Your Personal Brand Worksheet

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## Exercises

### A. Discover Your Passion

- Write down 2-3 statements describing what you are passionate about at work.

- Shorten your passion statements into descriptive words.

### B. Identify What Sets You Apart

- What is your area of expertise?

- List some of your personal attributes, strengths and/or skills that set you apart from others.

### C. Tell Your Story

- Using just one sentence, write a success story.

- What is your vision for yourself, or your future career?

# Creating Your Personal Brand Worksheet

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## Exercise

- Write a clear sentence about your passion at work.
- Describe your attributes, strengths and skills.
- Include a sentence about a success story or expertise.

## Example of a Personal Brand Statement:

I thrive on interacting with my coaches and coworkers as we work together to find solutions to network issues. In this fast-paced environment, I rely upon my strong interpersonal skills, my vast network knowledge and my commitment to employee engagement to assist my Customer Service Representatives. I created a customer service approach that helps my team break down customer resistance and create solution partners. My leadership team commented on my ability to achieve a positive customer experience out of impossible situations.

# Creating Your Personal Brand Checklist

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## Launch Your Personal Brand

Take some action! List commitments you are going to make, then begin using your Personal Brand.

**Widen your network of relationships. Find like-minded individuals. Become part of a community.**

**Commitment:**

**Build or update your Personal Brand on LinkedIn, or other career networking site.**

**Commitment:**

**Create and practice your 2-minute elevator speech.**

**Commitment:**

**Write or modify your resume to reflect your Personal Brand.**

**Commitment:**

**Fold your Personal Brand into interviews.**

**Commitment:**

**Practice and get comfortable talking about your Personal Brand at social events.**

**Commitment:**