



**A Comprehensive Workbook
For Your Personal Branding**



About the Workbook

Your personal brand is critical because it is a representation of you that others are presented with when they look for you online. However, creating a personal brand is not an easy task. The easiest way to get lost in the process is to not know where to start.

So, we have created this workbook to help you define your personal brand.

The Values

1. Who are the people you admire the most?
2. What does a successful and meaningful life look like to you?
3. What is it that you want from this life?
4. What are the things that are most important to you in life?
5. 3-5 experiences where you truly felt alive and engaged



List values to choose from:

- Family
- Freedom
- Security
- Loyalty
- Intelligence
- Connection
- Creativity
- Humanity
- Success
- Respect
- Invention
- Diversity
- Generosity
- Integrity
- Finesse
- Love
- Openness
- Religion
- Order
- Advancement
- Respect
- Joy/Play
- Forgiveness
- Work Smarter and Harder
- Excitement
- Change
- Goodness
- Involvement
- Self-Respect
- Abundance
- Reciprocity
- Enjoyment
- Entrepreneurial
- Faith
- Wisdom
- Beauty
- Caring
- Personal Development
- This Too Shall Pass Attitude
- Honesty
- Adventure
- Kindness
- Teamwork
- Career
- Communication
- Learning
- Excellence
- Innovation
- Quality
- Commonality
- Contributing
- Spiritualism
- Strength
- Entertain
- Wealth
- Speed
- Power
- Affection
- Cooperation
- Love of Career
- Friendship
- Relationship
- Encouragement
- Happiness
- Harmony
- Peace
- Patience
- Forgiveness
- Pride in Your Work
- Clarity
- Fun-Loving
- Charisma
- Humor
- Leadership
- Renewal
- Home
- Be True
- Contentment
- Friendship
- Courage
- Balance
- Compassion
- Fitness
- Professionalism
- Relationship
- Knowledge
- Patience
- Change
- Prosperity
- Wellness
- Finances
- Gratitude
- Grace
- Endurance
- Facilitation
- Effectiveness
- Fun
- Fame
- Justice
- Appreciation
- Willingness
- Trusting Your Gut
- Giving People a Chance

List your Top 10 values here and rank them in order:

Rank	Value	Definition
#1		
#2		
#3		
#4		
#5		
#6		
#7		
#8		
#9		
#10		



The Passion

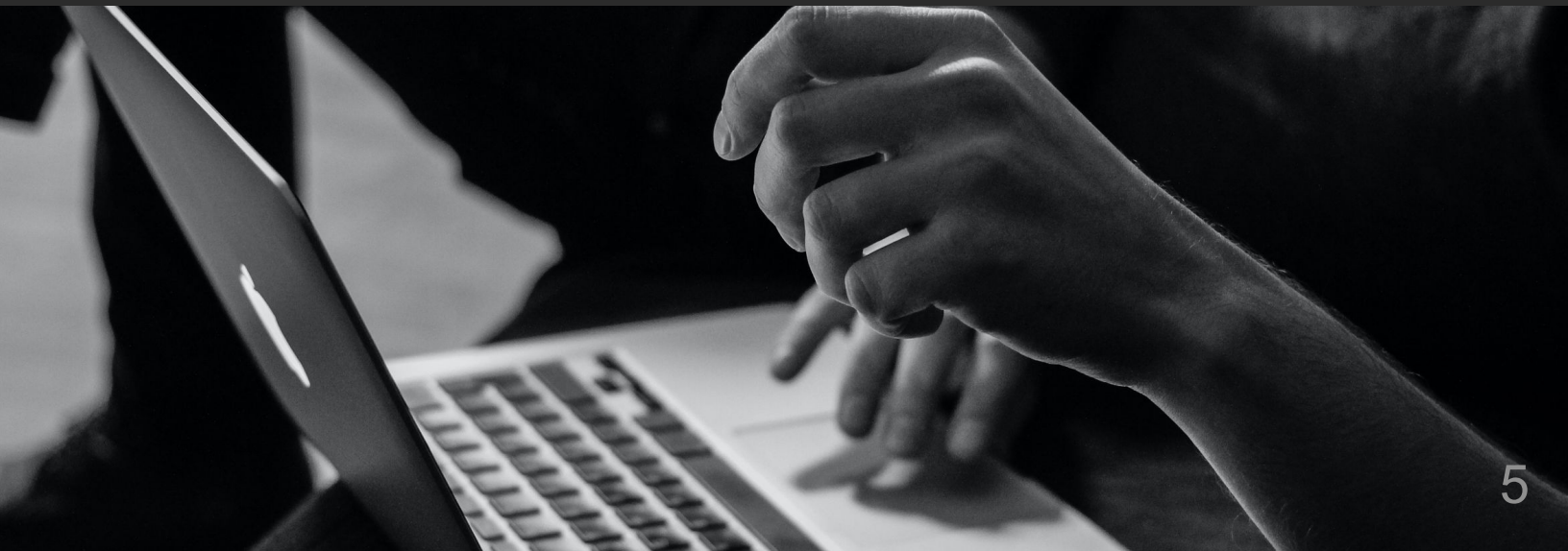
What do you want to be in your life or career?

How do you want to spend your time?

What are your goals and aspirations?

What are the things you enjoy doing the most?

What are your hobbies and interests?





Define Your Key Traits

What has been your greatest achievement and failure?

Who knows you best and why?

How would your best friend describe you?

How would your enemy describe you?

What is the thing you are most proud of?





Unique Selling Points

Give five examples of when your expertise was called on:

- 1.
- 2.
- 3.
- 4.
- 5.

Give five examples of how you have improved your teammates' working relationships:

- 1.
- 2.
- 3.
- 4.
- 5.

Give five examples of going above and beyond to get the job done or to help the team:

- 1.
- 2.
- 3.
- 4.
- 5.

List the Top 10 Characteristics

That you have realized are particularly important in your workplace or community.

List	Your	Competitors
#1		
#2		
#3		
#4		
#5		
#6		
#7		
#8		
#9		
#10		



Define your Target audience

No matter how hard you try, you will never be able to make everyone like you.

So, define a target audience and invest your time and energy into the audience that is more likely to give you your desired outcome.



Who will pay you?
Who are the people that influence the person who pays you?
Who are your supporters?

How would you Help others?

Describe in tangible terms how you are able to help others. Pick the Top 5:

1.
2.
3.
4.
5.



Positioning Statement

I help _____ To _____

By _____ That _____





Networking Matters

Key points to include in your elevator pitch

**Some conversation starters that you
might use are:**

Topics for comfortable small talk for you: