

BRANDING OUTSIDE THE BOX

Your Branding Worksheet

Ready to launch your personal brand? The first step is identifying what your personal brand is. To start, answer the following questions honestly and thoroughly:

WHO ARE YOU?

WHAT DO YOU DO?

WHAT SETS YOU APART FROM OTHERS IN YOUR FIELD?

WHAT ARE YOU PASSIONATE ABOUT?

WHAT IS YOUR WORLDVIEW?

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WHAT IS YOUR PHILOSOPHY?

HOW DO YOU WANT PEOPLE TO SEE YOU?

WHAT DO YOU HOPE TO ACCOMPLISH IN THE NEXT 5 YEARS?

Highlight the elements you want to include in your personal brand. Then, create a 2-3 line branding summary:

Take it a step further and create a tagline. This should be no more than 10 words, similar to a twitter profile or website subtitle:

Not sure if you're on the right track? Need some feedback? Share your responses on brandingoutsidethebox.com/blog!