

Personal Branding Worksheet

Use the questions below to guide you as you develop your personal brand.

•	What am	I most	passionate	about:

What kind of contribution would I like to make?

What are my current skills? What are my most unique and marketable skills?

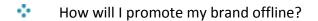
What is my current reputation among my friends and colleagues?



٠	How do I want to be perceived by others?
٠	Who is the audience for my brand?
٠	How will I promote my personal brand online? What is my online reputation?
٠	 Do I need any of the following for my online brand? Professional email address Blog Online resume or portfolio Personal website

• LinkedIn, Facebook, or Twitter account





- Do I need any of the following for my offline brand?
 - Business cards
 - Resume
 - Elevator pitch
 - Wardrobe
- How will I maintain my brand over time?