

# Personal Branding Worksheet

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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?

❖ How do I want to be perceived by others?

❖ Who is the audience for my brand?

❖ How will I promote my personal brand online? What is my online reputation?

❖ 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

❖ How will I promote my brand offline?

❖ 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?