



Personal Branding Worksheet

NAME _____

What's your person brand?

Lifestyle + Visibility = Your Brand

- Personality
- Achievements
- Appearance
- Attitude
- Style/Roles
- Platform
- Online/Offline
- Presentation Method
- Projection
- Marketing

Each element of you is an opportunity to strengthen your personal brand and communicate to others your value.

L I F E S T Y L E

CURRENT	ROLES	FUTURE

Examples: Boss, Celebrity, Friend, Spouse, Colleague, Peers, Etc.

CURRENT	STYLE	FUTURE

Examples: Humble, Collaborative, Friendly, Thoughtful, Trustworthy, Etc.

V I S I B I L I T Y

HUMAN/OFFLINE	

Examples: School, clubs, manners, smile, attitude, appearance, Etc.

DIGITAL/ONLINE	

Examples: Facebook, Twitter, Gaming, Emails/chat, Blogs, Avatars, Etc.