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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?

* 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?