

PERSONAL BRANDING WORKSHEET



WHAT ARE YOUR STRENGTHS?

WHAT ARE YOUR WEAKNESSES?

WHAT CHARACTERISTIC DO OTHERS COMPLIMENT YOU ON?

WHAT MOTIVATES YOU? WHAT DRAINS YOUR ENERGY?

WHAT IS IT ABOUT YOU THAT MAKES YOU STAND OUT?

PERSONAL BRANDING WORKSHEET



WHAT AREAS OF WORK DO YOU EXCEL IN?

WHO IS YOUR AUDIENCE & WHO DO YOU SERVE?

WHAT PROBLEMS DO YOU SOLVE OR WANT TO SOLVE?

HOW WILL YOU GO ABOUT SOLVING THE PROBLEM?

WHAT VALUE DO YOU CREATE?

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HOW DO YOU WANT TO BE KNOWN IN 5 YEARS?

HOW DO YOU WANT TO BE KNOWN IN 10 YEARS?

WHAT STEPS DO YOU NEED TO TAKE TO GET THERE?

WHAT IS A STORY THAT FRAMES YOUR STRENGTHS?

WHAT KEY POINT DO YOU WANT TO MAKE?