

Personal Brand Worksheet



Experience, Company & Industry

Is there anything about your experience, training, product or company that will lend you some extra credibility? This might include awards you've won, how long you have been in the industry, testimonials, etc.

Do you have any existing brand collateral or other forms of content you can share that's already produced by your company or your peers?

Who else at your company is doing a good job on their personal brand? What are they doing that you can promote, share and align yourself with?

Who are your top competitors or peers?

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Who are your key customers/vendors/allies?

What “tone” or voice best describes your personal brand and the content you produce?

Do you need to get approval on your content before you can publish or share it?

Prospects & Customers

Who is your ideal prospect or customer? (Men? Women? Ages? Career?)



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What keeps them awake at night?

What types of websites do they visit or things do they read?

Products & Services

What products & services do you sell or provide?

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What are the major benefits that your customer gets from your product or service or from working with you specifically?

What makes your product/service unique?

What makes YOU unique?

What type of guarantee do you offer?



Personal Brand Worksheet

List 5-10 keywords you think people are searching for to find people like you online.

1. _____

6. _____

2. _____

7. _____

3. _____

8. _____

4. _____

9. _____

5. _____

10. _____

Social Media Information

Assess your social media platforms. Is the information you are sharing in line with the personal brand you want to portray?

Facebook Link: _____

Twitter Link: _____

Linkedin Link: _____

Instagram Link: _____

Other Social Sites: _____

