

Personal Branding



Take a pen and recall the lessons to develop a powerful personal brand. Write your answers below.

1. What is my brand foundation?

Assets	Vision	Mission	Message	Personality

2. Who is my ideal client (demographics, desires, challenges)?

3. What is my unique offer? How is it authentic to myself?



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4. What is the focus of my brand and my value proposition?

5. What story will I use to build my personal brand?

6. Check the content I will post:

How: Is it..?

☐ Authentic

☐ Story-based

☐ Engaging

☐ _____

☐ _____

☐ _____

What:

☐ Blogging

☐ Social Media

☐ LinkedIn Articles

☐ Book

☐ Public Speaking

☐ _____



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7. Check my social media:

Choose my channels:

☐ LinkedIn

☐ Instagram

☐ Facebook

☐ _____

☐ _____

☐ _____

Is my social media profile picture:

☐ Professional

☐ Centered

☐ Friendly

☐ Neutral layout

☐ _____

☐ _____

8. Check my media kit:

☐ Logo

☐ Biography

☐ Target client

☐ Unique offer

☐ Testimonials

☐ Contact info

☐ _____

☐ _____

☐ _____

9. Have my website sections in place:

☐ My Bio

☐ My offers

☐ Press coverage

☐ Blog

☐ Sign-Up Forms

☐ Contact

☐ PR Photos

☐ My Social Media

☐ _____

Note: See course "Launch a Website that Drives Leads - With No Tech Skills"

