

Personal Brand Worksheet

(Use this worksheet in conjunction with chapter 5 of Selling with Presence)

Name: _____ Role: _____ Organization: _____

Step Five. Determine Your Emotional Appeal

An important step in building your self-awareness is to determine your emotional appeal. To continue your work in cultivating your personal brand, take some time to identify how others perceive you and how you feel they benefit by working with you.

Think of a particular selling situation, and use the following questions to guide your thinking.

How do I believe I make people feel?

How do people benefit by working with me?

What adjectives might others use to describe me?
