

Personal Brand Worksheet

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

Name: _____ Role: _____ Organization: _____

Part 2. Cultivating Your Brand

Step One. Working with a Partner to Clarify Your Personal Brand

When you have completed the work outlined in part 1, it will be helpful to take some time to interpret and make meaning of it, to help distill your values and begin to determine the components what will make up your brand. From the work above, you now have a collection of data. I am suggesting that you come up with a personal brand statement that translates all the above data into a concise, meaningful message that captures the essence of you and the specifics of what you stand for.

For this stage of cultivating your brand, it will be most helpful if you work with someone who knows you and whose opinion you trust. We need help from other people to understand our own personal brand deeply. It will be helpful if you could share steps one through five from part one with your partner, who will be listening with the intention of helping you clarify your values, your value, and your goals. Your partner can respond to your stories and help you make meaning of them. With this partner, make time, ideally a couple of hours, to do the following in detail.

Share part one, steps one through five.

1. **Strengths and Growing Edges**
2. **Life-Shaping Stories:** One personal and one professional
3. **Role Models:** Characteristics and traits
4. **Greatest Accomplishments and Bucket List:** one personal and one professional of each
5. **Seek feedback about your emotional appeal**

When you have finished these steps, it is time to ask your partner to respond to what he or she has heard. Ask your partner the following questions:

- What core values and strengths do you hear?
- Which of the stories you heard do you imagine would help my clients know they want to work with me?

With the help of your partner to clarify what is most important to you, the next step is to use this information to craft your personal brand statement.

