

Personal Brand Worksheet

This is a worksheet as a follow-up to the webinar “Know Your Brand” from the ACE Mentor Program and JCI. The webinar was broken into sections to help you create your own personal brand and power statement. Below are helpful hints, questions, and definitions to assist you in the development of your personal brand and power statement. Once you have created your personal brand the way you apply yourself may adjust to be more aligned with your power statement. Your power statement can be used in interviews, networking events, and even social media.

Section 1: The Power and Purpose of a Personal Brand.

- Your personal brand is an extension of your authentic self.
- It helps find your own voice.
- Can change throughout your personal journey.

Section 2: The Branding Process

Define Your Values. Below are some key questions and a word bank to help you.

What values matter to you? Feel free to highlight words you connect to!

Who am I?

Accomplishment	Empathy	Healthy	Learning	Respect
Accuracy	Equality	Honesty	Love	Security
Adventure	Ethical	Individuality	Loyalty	Self-aware
Appreciation	Family	Inspiration	Mastery	Service
Beauty	Faith	Integrity	Passion	Solitude
Collaboration	Freedom	Intelligence	Peace	Structure
Community	Friendship	Introspection	persistence	Teaching
Compassion	Fun	Intuition	Purpose	Transparency
Competence	Genuineness	Leadership	Recognition	Wealth
Creativity	Growth	Learning	Responsibility	Wisdom

Who/What do I want to be?

What am I passionate about?

Once you have defined your personal brand, you can articulate what is important.

Remember that you are enough!

Section 3: The Purposed and Additional Resources

A power statement is a quick way to tell people who you are and what you do/ want to do. It should be a short, persuasive, and confident statement about yourself that flows naturally.

Example: Everything I do is with love, and I will work until equity is achieved.

Power statements can also be used on resumes. On the next page is an example and there is space to write your own.

Example: I am a talented, ambitious, and hardworking individual, with broad skills and experience in leading teams to accomplish our goals.

Personal Power Statement: _____

Professional Power Statement: _____



Additional Resources

15 things you can do to improve your Brand today

- <https://marketingthink.com/15-resources-to-help-improve-your-personal-branding/>

Top tips for your Social Media Presence

- <https://blog.bufferapp.com/social-media-strategy-personal-branding-tips>

Reinventing your Personal Brand - HBR

- <https://hbr.org/2011/03/reinventing-your-personal-brand>

The First Step to Building Your Personal Brand - Forbes

- <http://www.forbes.com/sites/dailymuse/2012/02/14/the-first-step-to-building-your-personal-brand/#588b0b972c72>

Links we love - Personal Branding (The Muse)

- <https://www.themuse.com/advice/links-we-love-build-your-personal-brandthe-right-way>