

PERSONAL BRAND WORKSHEET

1. BRAND ASSETS: What makes you who you are?

THREE WORDS TO DESCRIBE MY BRAND: 2. BRAND VISION: What do you want to be known for? Where do you see yourself? 3. BRAND PURPOSE: What motivates you? 4. BRAND GOALS: What do you want to accomplish? 5. BRAND AUDIENCE: Who is your target audience(s)? Where can you reach them 6. PLATFORMS, CHANNELS, VISIBILITY:	PASSIONS/INTERESTS	SKILLS/STRENGTHS	BRAND ASSOCIATIONS & VALUE FACTORS
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