



P E R S O N A L B R A N D W O R K S H E E T

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

PASSIONS/INTERESTS	SKILLS/STRENGTHS	BRAND ASSOCIATIONS & VALUE FACTORS

THREE WORDS TO DESCRIBE MY BRAND: _____

2. BRAND VISION: What do you want to be known for? Where do you see yourself?

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3. BRAND PURPOSE: What motivates you?

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4. BRAND GOALS: What do you want to accomplish?

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5. BRAND AUDIENCE: Who is your target audience(s)? Where can you reach them?

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6. PLATFORMS, CHANNELS, VISIBILITY:

- ☐ Instagram ☐ Twitter ☐ TikTok ☐ YouTube ☐ Personal Website
☐ Blog/Vlog ☐ Podcast ☐ Interview ☐ Video ☐ _____