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BRANDING WORKSHEET ~ WHAT'S IN YOUR BRAND?

To be successful in business - and in your career, your most important job is to be head marketer for the brand called You. Everyone has an opportunity to stand out by developing a unique brand.

Before creating your brand, ask yourself (and answer) these questions:

- ◆ What makes you distinctive or stand out?
- ◆ What is your best personal trait?
- ◆ What are you proud of?
- ◆ What do you want to be famous for?

In addition to answering those questions, you can fill in the categories below to select the skills, traits, and characteristics that you want to be known for. You may not need to include all of what you write below, but you can extract ideas from these categories.

❖ Your Top Skills (What you do the best)

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|---|---|
| ◆ | ◆ |
| ◆ | ◆ |
| ◆ | ◆ |

❖ Skills/Credentials You're Acquiring

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|---|---|
| ◆ | ◆ |
| ◆ | ◆ |
| ◆ | ◆ |

❖ Your Industry/Job Function

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❖ Your Natural Strengths/What You Love Doing

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❖ How you add Value (What You Can Deliver)

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❖ Keywords from your Industry or Job Function

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❖ What do you want to be famous for?

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