Personal Branding Workbook

Discover Your Brand and Accelerate Your Career
What is unique about you?

Whether you know it or not, you already have a personal brand. Your reputation is you brand. It’s what you’re known for and how people experience you. It’s about bringing who you are to what you do and how you do it.

No Two Alike

Just like there are no two snowflakes, or no two fingerprints alike, there are no two personal brands exactly alike.

Dick Bolles defines personal brand as the answer to these three questions:

1. What makes you unique?
2. How do you express that uniqueness?
3. How do you gain a reputation so people will understand that your uniqueness makes you valuable to them?

“Today you are You, that is truer than true. There is no one alive who is youer than You.” – Dr. Seuss
Who You Are + Needs = Value

This workbook will guide you through steps of self-discovery to uncover what is unique to you. Once you discover what makes you unique, you'll learn how to distinguish yourself from your peers.

Then the next step is pulling together your attributes and personal values and tying those in with your target audience. This will be the base to develop your personal brand statement.

Finally, delivering your brand clearly and consistently will create a memorable experience in the minds of those you interact with and can open doors to new opportunities.
Discover

Your personal brand journey begins by getting a clear picture of who you are. Strong brands know how to maximize their strengths to stand out from the crowd.


What are you good at?

What are you passionate about?

What are the words others use to describe you?
Discover

Think about three projects/events you are most proud of in your career. Using the CAR (Challenge - Action - Results/ROI) method answer the following questions for each one.

<table>
<thead>
<tr>
<th>Project 1</th>
<th>Project 2</th>
<th>Project 3</th>
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<tr>
<td><strong>What was the task or challenge?</strong> Be detailed.</td>
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<td><strong>What action(s) did you take to solve the problem. What decisions did you make?</strong></td>
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<td>What was your thought process?</td>
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<td><strong>What were the results/ROI of your actions? What did it enable for the future?</strong></td>
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Thinking about your top three proudest activities of your career from the previous page...

What strengths keep coming up?

What skills do you enjoy using as much as possible, regardless of the task?

What skills have you mastered, but would rather not use on a daily basis?

What skills are missing? What would you like to develop, but haven't had the time or experience?
Validate

Just as you don’t want to design a product without doing market research first, you don’t want to assume you know everything about your brand. After all, your brand is held in the minds of others, so it is important to incorporate and know what they think. Do a simple survey of friends, family, and colleagues and ask them about your strengths, attributes, and weaknesses. Use a free tool like Survey Monkey so they can give you anonymous feedback, and you’ll get more accurate results.

What do you think your top five strengths are?
1. _________________________________________________________________________
2. _________________________________________________________________________
3. _________________________________________________________________________
4. _________________________________________________________________________
5. _________________________________________________________________________

What do your colleagues, friends, family, etc. think are your top five strengths?
1. _________________________________________________________________________
2. _________________________________________________________________________
3. _________________________________________________________________________
4. _________________________________________________________________________
5. _________________________________________________________________________
Attributes

Select the top five (or write in) attributes you feel best describe you. Be sure to compare them to what others have said.

Acknowledging  Generous  Reserved
Adaptive Grateful Resilient
Aggressive Gregarious Resourceful
Analytical Honest Respectful
Assertive Humorous Rewarding
Change-ready Initiator Steady
Committed Inspiring Supportive
Communicator Intuitive Thorough
 Compassionate Kind Thoughtful
Confident Learner Transparent
Consistent Open-minded Trusting
Contributor Organized Trustworthy
Creative Outgoing Unstructured
Deliberate Passionate Urgent
Driven Perceptive Wise
Educated Positive Other ________________
Engaging Precise Other ________________
Enthusiastic Proactive Other ________________
Ethical Quiet Other ________________
Evaluative Relator Other ________________
Flexible Reliable Other ________________
Disadvantages

It is just as important to know what you're not good at so you can de-emphasize your weaknesses and steer clear of situations that may bring them out.

What are your weaknesses that you are aware of?

What weaknesses have others mentioned about you?

When faced with an overwhelming obstacle what is most likely to cause you to give up?

What is the least successful project you have ever completed and what tripped you up?
## Diminishing Disadvantages

Think about what weaknesses you would like to turn into strengths. The easy way to do this is to think about how that weakness will impact your success. If you think it will, jot down some notes on how to improve it. If not, then there is no need to focus on developing it.

<table>
<thead>
<tr>
<th>Weakness</th>
<th>Will it impact moving forward in my career? Yes/No</th>
<th>Action Plan</th>
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Distinguish

Now that you have gone through some self-discovery, it’s time to start to define your findings so you can distinguish yourself from your peers.

What themes came out of the previous exercises?

What are your three most important personal values?

1. 
2. 
3. 

What do you want people to remember about you upon meeting you?
Define Your Target Audience

Whether you are in transition, searching for a new job, or advancing your career, you need to define your target audience. If your career goal is to make it to the executive-level of your current employer, your target audience will include people you know by name. If you are looking for your next job, you can describe your audience with demographics and psychographics. Get clarity on the people that need to know about you!

**Demographics**

Age Range __________________________ Income _________________________________

Gender _____________________________ Location ________________________________

Career/job title _____________________ Education ______________________________

**Psychographics**

What do they do in their spare time? ____________________________________________

What magazines/books do they read? ____________________________________________

What movies or TV shows do they watch? _________________________________________

What websites or portals do they visit? __________________________________________

What do they do for vacation? _________________________________________________

What are their professional activities outside of work? ____________________________
Align Your Target Audience

Now that you have a good idea of who your target audience is, make sure they line up with what is most appealing to you, and play up your strengths.

### Align with my targets?

<table>
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<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
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<td>What industries appeal to you?</td>
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<tr>
<td>What companies?</td>
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<td>Where do you envision yourself being in your next role?</td>
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<td>What are the market needs?</td>
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<td>How can you provide value?</td>
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Congratulations, you made it through all the important prep work! You are now ready to create your personal brand statement. Your personal brand statement should be brief, (one sentence, if you can) clear, memorable, and solution oriented. Yes, that is a lot to pack into one sentence, but it can be done.

**Templates:**
I help [target audience] **verb** [market needs] by [value].

I use my [unique attributes] to [value or purpose] for [target audience].

**Examples:**
I help small to medium-sized businesses grow strong brands and boost organic growth up to 27% by creating marketing programs that speak to customer needs.

I use my passionate and empathetic approach to build key relationships with customers that evolve into multi-year contracts for high-tech corporations selling enterprise software.

“Why fit in when you were born to stand out?”
– Dr. Seuss
Deliver

Now that you have your personal brand statement, you have a jumping off point for all your future professional communications whether that is within your current office, or you’re creating your resume and LinkedIn profile. You can also use your branding statement as a decision-making tool when considering options in your career. Always ask yourself if what you’re doing, or about to do, is on-brand.

Communications
• Publish regularly, online and offline, to increase your visibility.
• Speak to establish yourself as a thought-leader.

Leverage social media
• Update your LinkedIn profile and then actually use the platform – post, share articles, participate in groups.
• Facebook can be used as a brand builder if you feel comfortable erasing the line between personal and professional. Be brand aware when posting photos and sharing what happened last weekend.
• Use Twitter as a business tool. Barriers are much lower to interact with influencers as there are no gatekeepers.

Build your brand on the Web
• Be aware of your online reputation. Google yourself on a regular basis. Check out the Online ID Calculator to see if you are digitally distinct.
• Purchase a domain with your actual name. Create your own website and start blogging.

Bridge the gap between virtual and in-person
• If you speak, post your slides on Slideshare.
• Ask your followers what they’d like to learn for your next presentation.
• While presenting, encourage your audience to tweet, real-time.

Grow your network
• Audit your network and see where you need to fill in areas of expertise.
• Join associations or volunteer to add connections.
Would you like to do a deep dive on your personal brand?

360Reach is the world’s first and leading personal brand survey. It was designed by Personal Branding Guru William Arruda for Reach – the global leader in personal branding. I have been certified by Reach to analyze 360Reach feedback and coach my clients through their results.

360Reach has been used by nearly a million people around the world and is installed at many of the world’s largest and most respected companies (American Express, British Telecom, GE, IBM, J&J, JPMorgan, Microsoft, Pepsi, Starwood Hotels, Target Warner Bros, etc.).

Over the past year, I have worked with many clients to help them understand their professional reputation and take action as a result of what they learned about themselves from this powerful survey tool.

360Reach enables you to get the true story about how you are perceived by those around you. It gives you the insights you need so you can build your brand and expand your success and position yourself for your next career move.

With 360Reach, you get information about your brand attributes (personality characteristics), skills, leadership competencies, strengths, weaknesses and team roles. You learn how your self-perceptions differ from the perceptions of those who know you. You get valuable insights into the brand called YOU!

For more details, contact Michelle Robin at 773-531-3457 or michelle@brandyourcareer.com.
Additional Resources

Websites and Blogs

Personal Branding Blog – www.personalbrandingblog.com
Personal Branding Hub – www.reachcc.com
How To Fascinate – www.howtofascinate.com
Careerealism (Personal Brand section) – www.careerealism.com/category/personal-brand
FishDogs Career Branding for Social Animals – blog.fishdogs.com

Books

Ditch. Dare. Do! By William Arruda and Deb Dib
Career Distinction by William Arruda and Kirsten Dixon
Promote Yourself The New Rules for Career Success by Dan Schwabel
The Twitter Job Search Guide by Susan Britton Whitcomb, Chandlee Bryan, & Deb Dib
Branding Pays: The Five-Step System to Reinvent Your Personal Brand by Karen Kang
Me 2.0: 4 Steps to Building Your Future by Dan Schwabel