

Personal Branding Workbook

I. Your Brand Foundation

Your existing brand assets:	Skills/ credentials:	Passions/ interests:	Values/ beliefs:

Your brand vision:

What do you want to be known for?

Your brand mission:

What is your purpose? What do you want to accomplish?

What is the key message you want to communicate?

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Your brand personality

What personal traits/characteristics do you want to showcase?

2. Your Target Audience (Age, Location, Sex, Annual Income, Religion, Marital status, Social media platforms, Events they attended)

Who do you most want to help? Describe the demographics, aspirations, and challenges of your ideal client below.

Desires & aspirations:

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Pain points & challenges:

3. Your Irresistible Offer

Your value proposition:

What do you do? Describe the problem you help your clients solve and/or the result you help them achieve.

4. Your Personal Website

Website homepage:

A professional logo [] Your value proposition [] Professional photography[]
Social proof (media, testimonials)[] A clear call-to-action []

Additional pages:

About page [] Products/services [] Content/resources Contact page []

Your irresistible offer:

What do you sell? Describe your unique process, product, or service.

5. Your content strategy

What types of content can you create to help build your brand and grow your audience?

List your topic ideas, content type, and mediums.

Common content types:

Articles [] videos [] Podcasts [] webinars [] interviews [] case studies [] PDF guides []

Common content mediums:

Your blog/website, YouTube, social media, online publications, email

Social media sites	Television	Radio

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Topic	Content type	Medium

6. Your Visibility Plan (Paid ads, Influencer marketing, Radio and TV appearances and more)

7. Building your community

How will you increase your exposure and build your audience? Check all that apply.

Guest blogging ☐ Podcast interviews ☐ Social media ☐ Paid advertising ☐

Partnerships/joint ventures ☐

How will you build a community for your target audience and customers?

Check all that apply.

Social media group ☐ Live events ☐ Group coaching / mastermind group ☐