

PERSONAL BRANDING Self-Assessment

You have a personal brand, whether you know it or not. So, what IS your personal brand? This informal assessment is a guide to uncovering that answer – a brand that is truly unique and that you can proudly claim as your own.

<p>▪ WHAT makes you unique?</p> <p>1. What are your rational attributes? What are you an “expert” in?</p> <p>2. What are your emotional attributes? What promises do you keep? What qualities are you known for?</p>	
<p>▪ WHO is your target audience?</p> <p>Who do you most want to work with?</p> <p>Which people do you want in your circle of friends?</p>	
<p>▪ WHY is your brand compelling to your target audience?</p> <p>Out of all your brand attributes, which ones would your target audience value?</p> <p>How are YOU different than others?</p>	
<p>▪ HOW can you make your brand <u>more</u> compelling and memorable?</p> <p>1. How can you better EXPRESS your brand?</p> <p>2. How can you better EXUDE your brand?</p>	