

Personal Branding Worksheet Instruction Guide



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Instructions for Completing the Personal Branding Worksheet

Part A: Inspiration

1. Who are the people you admire most in your industry?

Who are the market leaders? Do you have any role models? Who are the most successful people? The *Industry Influencers*? (Note: You can also include people in other industries who you admire and who may also serve as role models.)

2. What are the characteristics of their personal brand?

For example, do they have a background story that everyone knows such as a turning point in their life? A signature phrase which everyone associates with that person (like Nike's, *Just Do It*)? Or Wendy Williams, "*How U Duin?*" Even if you don't care for her style or watch her show, chances are you have heard that phrase and if you say it most people will hear her saying in their head.

What about *Industry Influencers*? Do you have a few that you keep up with? They could have a nickname that describes their brand, such as *The Jerk* (obviously not someone known for their compassion). They may even have a style that distinguishes them, such as always wearing a baseball hat and sandals. List the things that distinguish the people you listed in Step 1.

3. Where are these people seen most often?

The places where you are seen most often are the places where you will have the greatest opportunities to build your personal brand. Where are your market leaders hanging out and promoting their brand? For example, do they do frequent seminars or speak at large conferences? Do you often see them on Facebook, Twitter, YouTube, LinkedIn or Google+? Their blog may be their biggest source of branding, or radio shows and advertisements.

Do Online searches to see where their name appears most often. Your goal is to determine where the *Industry Influencers* spend the most marketing time. Locate the trend-setters. Follow the movers-and-shakers. Emulate the strategies that may work well for your business. By all means, do not try to replicate their brand. Remember, your brand is about the essence of you – not anyone else.

4. What do you admire most about these people?

Make a list of some of the characteristics you would want to model or adapt to your own brand. For example, they may have a very personal way of communicating with their market in which they share their own pains and heartaches. Or they might have a very no-nonsense attitude and be known most for their guerilla-style, aggressive marketing tactics.

5. What makes them unique?

How do they stand out from the rest of their industry and the world? Why are people so attracted to them? For example, do they meet a specific need that no one else does quite as well? What impression are they leaving on their audience? How are they making them feel?

One of the things that intrigue me about comedians who use self-degrading humor; they are often the most popular. Joan Rivers and Rosanne Barr illustrated this beautifully. There is something about sharing their pain of being ugly, overweight with small breasts (or very large breasts) make others not only burst out in laughter but also resonate with their pain. How many comedians can you think of who had a rise to fame because they talked about how broke they are or how they, "get no respect."
~Rodney Dangerfield, yes, you remember!

Part B: Brainstorm Your Brand

1. Who are the people you want to appeal to?

What is the target market for your personal brand? Is it primarily your buyers? Or are you targeting your ideal future employers? What are some of the characteristics of your market? For example, how old are they, are they more conservative or liberal, what other brands appeal to them? Are they *Target* or *Walmart*? Are they on team *Android* or *iPhone*? Do they prefer a bottle of beer, a bottle of wine or a glass of champagne? Are they *Donna Karan*, *Liz Claiborne* or *Beyoncé's*, *House of Deréon*? Talk to people in your target market and get a feel for what makes them tick. Hang out in forums where they are and listen in. Study their likes as well as their dislikes.

2. How do other people see you now?

Ask some people who know you to describe the way they see you. What do they see as your strengths and weaknesses? Ask them what stands out most about you. If possible, do an anonymous questionnaire so you can get honest feedback on the way you're seen now. Please note; prepare yourself for the unexpected feedback you may receive. It is a good starting point to close the gap in between, *how you think you are* and how others perceive you. It is not uncommon for our words, actions, behavior and habits *not to be* in accord with our intentions. This may prove to give you some valuable insight. Consider a learning experience and an opportunity for self-reflection.

3. What do you want to be known as? (e.g., the person who does X)

What are the key traits you want people to associate with you? For example, do you want to be known as the 'one-step marketing solutions' expert? Or perhaps your reputation is for '10-minute fitness results' or 'compassion-based coaching'. Brainstorm different possibilities based on the people you want to appeal to as well as your own strengths. Your natural skills, talent and special gifts are your first clue.

Another way to think about it, imagine, two people are talking and one says, "I am in desperate need of (*insert your thing here!*)" And the other says, Oh I know! You absolutely must call, (*insert your name here*) because she is the go-to person for ____! Fill in the blank. What are you the go-to person for? *You* are the leader in this arena. When you are doing this thing you get in a zone. You are on FIRE and no one can touch you with a ten foot pole! It's inspires you. It motivates you. It excites you. You would do it for free if money were not a factor. You absolutely love it and want to share it with the world.

Sit still for a bit. Sit in silence and allow your gifts, talents and special gifts come to you. As you reflect, answer the above questions. Soon you will be confident that you for sure can be a leader in _____ or doing _____.

4. What's your story?

Why do you do what you do? Write down some of the details of your background that have impacted your life. Is there a good story, which you can use as part of your brand? Of course it is. We all have one. Whether it's an integral part of your brand or not, people will always want to know your story, they want to identify with you.

Think about the journey to your current space. Your obstacles, your challenges, your persistence, your determination, your fear, your faith...each of these elements is what a good story makes. Share openly how you arrived at your current state. Not only will you inspire others; but also some or all parts of your story will undoubtedly resonate with your ideal buyer. When this happens, you have created brand loyalty.

5. What's your style? (e.g., casual, professional, grunge, etc.)

Write down the specifics of your current style. For example, do you tend to be more casual or professional? Are you more of a 60's throwback or a futuristic trend-setter? Are you predominately *Gap* or *Forever 21*? I am totally aware, most people reading this book are women in their 40's and I still use the *Forever 21* reference because I see you in there when I take my teenage daughter shopping!

At the same time, note which of these style elements would most appeal to your target market. Your style may not be a direct reflection of your target market. For example, I tend to be very closely identified with the style of *Jones NY*, *Kenneth Cole*, *Banana Republic*, *Ralph Lauren*, *Burberry*, *Tory Burch* and *Donna Karan* – not *DKNY*. Yet, many of my clients and members of my tribe are very similar to me preferring a chic, sophisticated image; they do tend to lean more toward the trendy side.

They prefer to be fashionable in the styling of *Gucci*, *Michael Kors*, *Juicy Couture*, *Steve Madden*, *Prada*, *True Religion* and *BCBG*. Although I wear items from each of those brands, I tend to me less about staying up-to-date with the latest but rather have timeless classic pieces.

I give this illustration to make the point, my communication, marketing and public relations each must speak to the importance of beauty and image in their lives. I must make a note of this in my language, graphics and presentations. If I ignore that critical part of their identity, they will no doubt tune me out and ignore me. I am in business to serve them, not meet my own needs. I must get my needs met with another service provider who has me in their target market.

Think about your preference and that of your target market, Capitalize on the similar.

6. The skills you want people to know you have (*natural, valuable talents*)

Make a list of the skills you think are most important to the target market for your personal brand. These should include the natural talents that would provide the biggest impact and value for your market, such as a keen problem-solving ability. If you work in branding and marketing, you are probably both creative and have a thing for studying human behavior. A financial planner probably doesn't rely on creativity so much to persuade their prospects.

7. Signature phrase or value proposition (*just a few words*):

Do you have a signature phrase, value proposition or personal tag line? This would just be a few words. For example, the phrase "Elementary, my dear Watson" was Sherlock Holmes' signature catchphrase. One of Steve Jobs' famous lines was, "Design is not just what it looks like and feels like. Design is how it works." You may not become as famous as Steve Jobs, but you should have a short phrase that describes you and the essence of your service.

8. What's unique about you?

Finally, brainstorm all the different ways that you are unique from others in your market. What makes you stand out? If you're not sure, go back to what other people have said about you. You can also think about ways that you would like to be unique, even if you aren't right now.

Part C: Define Your Brand

1. Your story

What is your background story? What are some of the key events in your life that have made you who you are today? What are some of your key accomplishments or turning points in your life that you want to share with others?

2. Personal Values

What are your most important personal values? Some sample values could be around seeing the best in all people, laughing about something every day, learning something new every day, striving for excellence, helping others be their best etc. List your top 5.

3. Personal brand statement (*state who you are in 1 sentence*)

Write out your unique, personal brand statement in one sentence or phrase. This should reflect the element that defines you as a person. For example, Tony Shepherd calls himself "The Hippy Marketer". Helen of Troy was, "The Face That Launched a Thousand Ships".

4. Your USP - unique value proposition (*how you uniquely provide value to your market*)

Now write out a short sentence or two that describes how you provide value to your market in a unique way, different from others in your market. For example, Scott Tousignant's value proposition is, "I lead by example and encourage others to sculpt their body into a work of art while living their life to their fullest potential."

5. Mission (*why you do what you do*)

Your mission statement tells the world a little bit more about why you do what you do. It's not your story. Instead, it combines the elements of your personal values, brand, and value proposition all into one statement that describes your personal mission for your life. This doesn't have to be about your whole life. If you are developing a personal brand primarily around your business, then your personal mission statement can be focused more on those aspects.



Use this instructional guide to complete the following worksheet on the following pages.

Worksheet: Creating Your Personal Brand

Part A: Inspiration

1. People you admire in your industry:
2. What are the characteristics of their personal brand? (*e.g., background story, signature phrase, nickname, style, etc.*)
3. Where are they seen most often? (*online sites, offline, seminars, etc.*)
4. What do you admire about them?
5. What makes them unique?

Part B. Brainstorm Your Brand

Who are the people you want to appeal to? (*characteristics*)

How do other people see you now?

What do you want to be known as? (*e.g., the person who does X*)

What's your story? (*e.g., why you do what you do*)

What's your style? (*e.g., casual, professional, grunge, etc.*)

The skills you want people to know you have (*natural, valuable talents*)

Signature phrase or value proposition (*just a few words*):

What's unique about you?

Define Your Brand

Your story

Personal Values

Personal brand statement *(state who you are in 1 sentence)*

Your unique value proposition *(how you uniquely provide value to your market)*

Mission *(why you do what you do)*



ABOUT THE AUTHOR

Andrea A. Callahan is a business owner, trainer and coach. She offers unique content for passion and purpose-driven entrepreneurs; to get them from where they are to where they *choose* to be. For the entrepreneur of distinction, Callahan offers training and coaching to elevate business achievement.

Callahan creates books, action guides, work-thru journals and home-study courses designed specifically for the cosmopolitan executive on-the-move. Her specialized areas of service include personal mastery and leadership for better business branding. Callahan frequently hosts events for personal transformation and empowerment for entrepreneurs called to action by *3:00 am BIG ideas*.

“Discover your essence; design your brand; establish your trademark; implement an action plan; to leave a legacy of business excellence. This is the blueprint for a successful CEO.”

Callahan has a passion for using personal mastery as the foundation for outstanding business. She has a drive to teach dreamers how to achieve their maximum potential and greatest living through an in-depth understanding of their authentic self. In her strategic training and specialized coaching programs, Callahan guarantees to dramatically increase personal achievement and professional success through awareness, creativity, empowerment and skill-building.

“Uncovering the business problems that are personal problems in disguise.”

With 25+ years management and leadership experience, Callahan teaches entrepreneurs how to use their personal skills, talent and special gifts to create an organization they are proud. She teaches them how to design effective marketing strategies that communicate their passion and purpose for being in business. She further teaches small business owners how to productively communicate their client solutions through their custom-designed brand, digital marketing and public relations campaigns.

“Expose intention, discover strengths, increase leadership skills and implement solid organizational development, is how you move routine business to an extraordinary enterprise.”

As a former retail manager, social worker and executive director, Callahan has used her experience and expertise to build a catalog of over 150 courses in personal mastery, professional development, leadership, marketing and business management. Her training is designed to eliminate excuses, increase options and maximize the potential to succeed for the ambitious business professional.

“Everyone has a life’s purpose. I honor those who seek and pursue their calling. I intend to help entrepreneurs who have the courage, faith, determination, tenacity and persistence to independently enter the marketplace with goals, to succeed. I want all service professionals to live an optimum life of awareness, passion, purpose, joy and prosperity in both their business and in their life.” ~Callahan

Callahan leads freelancers to build businesses, small business owners to get out of-the-red, solo professionals improve satisfaction; and dreamers move their passion to revolutionary creations.

**Unleash potential. Unlock possibilities. Maximize strengths.
Explore options. Appreciate opportunities.**

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