



Personal Branding Worksheet

It can seem daunting if you've never considered your "Personal Brand." But, no worries. Your "Personal Brand" is a schmancy marketing way of describing and presenting yourself to the world. It is the unique combination of skills, experience, and personality that you have and want others to know. It is the telling of your story, and your story is different from anyone else's.

This worksheet is here to help you focus on your personal brand. It will help us create amazing images to help you show Your Best Self. Take a breath and take your time as you fill this out.

Let's get started!

Name _____

Email _____

Contact phone # _____

What do you do? What do you want to promote? Product? Service?

How is this product and/or service unique? What sets you apart from the competition?



Describe your perfect customer. Who are the people you want to appeal to? What is your target market?

Your Brand Messaging begins with your purpose. Why do you do what you do? Why do you want to provide this product and/or service to others?

Your Brand Voice is the tone or mood you want to portray as a brand. Are you an authority or a friend? Are you bubbly, serious, straight forward, motivational, witty, etc. Understanding yourself is crucial here. Your Brand Voice is how you will speak to your audience through your content and copy. Describe your Brand Voice here?



Visual Brand Identity is the mood you create utilizing your Brand Voice and the images we create. Describe the types of images that will best convey your Visual Brand Identity.

Brand Color Palette will guide us in creating images for your brand. What are the primary and secondary colors of your brand?

Where will your Personal Branding Images be used? Your website? Social media platforms? Printed marketing materials?

Do you have any special campaigns coming up that we need to think about when creating your images?



Now tell me a little bit about yourself.

What are 3 - 5 words that describe you?

What values are important to you in your personal life and in your business?

How do you want your peers and customers to remember you?

How do your peers and customers see you right now? You can ask a few people directly or anonymously. Ask them to be truthful, and be ready, because sometimes you can be surprised at the responses you get. These answers may provide valuable insights and learnings for you. It can also be a time for self-reflection.
