

LEARN FROM INDY

BRAND YOURSELF WORKSHEET

PART 1 - GET INSPIRED

PEOPLE YOU ADMIRE IN YOUR INDUSTRY:

WHAT ARE THE CHARACTERISTICS OF THEIR PERSONAL BRAND?
(E.G., BACKGROUND STORY, SIGNATURE PHRASE, NICKNAME, STYLE, ETC.)

WHERE ARE THEY SEEN MOST OFTEN? (ONLINE SITES, OFFLINE, SEMINARS, ETC.)

WHAT DO YOU ADMIRE ABOUT THEM?

WHAT MAKES THEM UNIQUE?

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PART 2 - BRAINSTORM YOUR PERSONAL 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?

INDYFLUENCE

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PART 3 - CREATE YOUR PERSONAL BRAND

YOUR STORY

WHAT IS YOUR UNIQUE BACKGROUND STORY?

YOUR VALUES

WHAT ARE YOUR MOST IMPORTANT PERSONAL VALUES?

BRAND STATEMENT

IN ONE SENTENCE, WRITE YOUR PERSONAL BRAND STATEMENT.

UNIQUE VALUE

WHAT IS YOUR UNIQUE VALUE PROPOSITION?