

HOW TO BUILD YOUR PERSONAL BRAND WORKBOOK



Sharon M. Blacknall

Use this workbook to help you to identify what you want your brand to stand for, as well as your unique perspective.

Initially Crafting Your Brand

Answer these questions to help gain insight into your core strengths that will set you apart from your competition. Be honest and as thorough as you can when answering these questions. Put down anything that comes to your mind. There are no right or wrong answers.

- ***What unique strengths do you have?***

Maybe you've always been good at seeing the big picture? Or maybe you're able to see opportunities where others see challenges. Or perhaps you're unusually good at motivating people.

- ***What unique insights do you bring to the table?***

Do you have a unique insight about products, services, or people? Or maybe you understand why certain people struggle more than others. Perhaps you have unique clarity as to why some people are easily discouraged when trying new things.

- ***What are your core beliefs about yourself and others?***

Maybe you believe that everyone has unlimited untapped potential. Or that everyone has the power to be self-disciplined. Or that everyone can be organized if they have the right system.

- ***Do you have perspectives on life and business that others do not?***

Do you have a unique perspective about life due to your own struggles and/or successes? Or you've developed a unique process that helps people get motivated.

- ***What skills do you have that could help others?***

Are you particularly skilled in setting up systems to help people achieve their goals? Or are you uniquely able to help people achieve their financial goals? Or perhaps you're incredibly good at motivating people to get healthy.

- ***What expertise do you have that sets you apart?***

Do you have special training which you could use to help people start their dream business? Or are you an expert in attracting and keeping wealth? Or are you particularly skilled at helping others navigate toxic relationships?

Answer these questions to gain insight into who you are personally, as well as what motivates and drives you. The answers to these questions will help you develop your personal brand strategy.

- ***What are your core values?***

What things matter to you the most? Excellence? Honesty? Living holistically? Achieving financial independence? Getting into shape?

- ***What are you most enthusiastic about?***

What gets you fired up to get up in the morning? What would you love to help others to do? Do you love helping others get organized? Or helping them achieve their biggest goals? Or helping people develop their self-confidence?

- ***How can you most effectively help your core audience?***

How can you most effectively resolve the challenges that other people struggle with? What are you uniquely good at? If you put all your skills, experiences, and insights together, how can you use them to add value to your audience?

- ***Is there something you have to offer that no one else does?***

What skills, experiences, insights, and expertise do you have to offer that sets you apart from everyone else? What makes you unique? How do you solve problems in a way that no one else does? What benefit is there to working with you that can't be found anywhere else?

Answer these questions to determine what you want to accomplish with your brand. These will help guide you in terms of your overall brand direction and unique perspective.

- ***What do you want to accomplish, both personally and professionally?***

What do you want to do with your life and how does that fit into your business vision? Who do you want to help? Why do you want to help them? When you look back on your life, what do you hope to have accomplished?

- ***What do I want to be remembered for?***

When people talk about you, what do you want them to say? What do you want to be the first thing that comes to their minds when they think about you? How would you summarize yourself in a single sentence?

- ***If I could be the world's foremost expert on a topic, what would it be?***

If you could be known as the “go-to” person on a given topic, what would that topic be? What subject do you most want to help people with?

- ***What key message do I want to communicate?***

What is the core message that you want to communicate to others? If you had to sum up the core of your message in a single sentence, what would it be? If you had to sum up your message in a single word, what it would be?

- ***If I could only give one piece of advice, what would it be?***

If you could only tell people one important thing that would help them achieve their dreams, what would you tell them?

Now it is time to identify your core audience. These are the people whom you can serve most effectively. Answer these questions to identify your ideal clients.

- ***Who can I most effectively help?***

When you look at your skill set, passions, insights, and experience, what specific group of people can you help most effectively? Why do you think you can help them? What potential problems will you solve? Why do you want to help this group and not another group?

- ***Who am I most enthusiastic about serving?***

What group of people do you care most about helping? Why do you care so much about helping these people? What experiences have you had that make you enthusiastic about serving this group?

- ***What demographics will resonate most with me and my brand?***

What are the demographics (age, gender, income, etc.) of the people who will resonate most with my vision and brand? What are their big desires and what is keeping them from achieving those desires? What is their desired future and how can I help them achieve this future?

Crafting Your Unique Brand Position (UBP)

Now it's time to take everything from the above points and develop your game plan, mission statement of why you are doing this and your brand. Your uniqueness is the essence of your brand, the heart of who you are. It does not have to be everything about your brand, but it should get to the core of what you do and who you help.

Your UBP should follow this formula:

- I help (target person) to (achieve X) so that they can do or have (outcome).

Some examples:

- I help overwhelmed executives get their lives back under control so that they feel peace and freedom.
- I help people get physically fit so that they can experience long, healthy, freedom-filled lives.
- I help entrepreneurs scale their businesses to six-figures so that they can achieve their financial goals.

Now it is your turn. Write out your UBP below. Be as specific as you can with your UBP. The more specific you are about who you help and the outcome you achieve, the better.