

PERSONAL BRAND STATEMENT

In this worksheet, we are going to create your personal brand statement by pulling together all of our previous work.

CAPTURE YOUR TOP 5 VALUES, SKILLS AND TRAITS

VALUES	SKILLS	TRAITS

FINAL PHRASES FROM THE STRENGTHS ASSESSMENT WORKSHEET

TOP PHRASES FROM YOUR TRUSTED ADVISORS

PERSONAL BRAND STATEMENT

Like the assessments worksheet, the goal here is to narrow down your previously selected phrases into one comprehensive phrase. that defines who you are and how you add value.

Using the phrases, values, skills and traits on the previous page write one comprehensive paragraph that defines who you are and how you add value.

FIRST DRAFT - MY PERSONAL BRAND STATEMENT

PERSONAL BRAND STATEMENT

Narrow down your paragraph from page one and let's take it one step further.

Rewrite the paragraph on the previous page. Try to remove half of the sentences.

SECOND DRAFT - MY PERSONAL BRAND STATEMENT

If the paragraph “feels” a little wordy to you, narrow it down one more time. Eliminate any duplicate or redundant sentences.

THIRD DRAFT - MY PERSONAL BRAND STATEMENT

PERSONAL BRAND STATEMENT

Rubber, meet the road. All of your hard work will finally make sense on this page.

Rewrite the paragraph on the previous page using the format below.

I AM: What are you known for. Job title or position here.

I HELP: In your current position who do you help?

UNDERSTAND/DO: What do you help your audience, companies do or understand

SO THAT: What change in your audience do you want to see?

FIRST DRAFT - MY PERSONAL BRAND STATEMENT

I AM:

I HELP:

UNDERSTAND/DO:

SO THAT:

Re-write your first draft in one sentence.

MY PERSONAL BRAND STATEMENT

Congratulations. You've created your personal brand statement.