

Steps to Creating Personal Branding Online

Crafting your online personal branding is more than just coming up with pretty graphics and logos (although that's important too). It's important to take a few steps back and think about what makes you unique, your personal values, your passions, and your purpose. This worksheet will take you through the steps to define each one of those traits.

What Makes You Unique?

Brainstorm

What strengths do other people acknowledge in me?

When I'm working on a team, what roles do I seek to fulfill?

When working on a team, what roles am I typically assigned?

When faced with obstacles, what are my "go to" skills for overcoming?

What is the most successful project I've ever worked on and what about me made it successful?

Refine

What strengths and skills came up multiple times in the exercise above?

What skills motivate and excite me?

What skills burn me out?

What strengths and skills are most important in achieving my goals?

What skills am I missing?

BONUS TIP - Not sure how to answer some of the questions above? Ask your friends and colleagues to help you out! Send an email, post on social, or even give them a call. Explain that this is part of a personal branding exercise and ask for their honest input.

Values

Brainstorm

1. Go through the following list and strike out any words that don't resonate with you.
2. Go through the list again and place a check by the values that are important to you.
3. Go through the list again and circle the top 10 values that are important to you.
4. Finally, take those 10 you've circled and rank them from 1-10, with 1 being the most important.

Accessibility

Altruism

Challenge

Accomplishment

Ambition

Charity

Accountability

Assertiveness

Clarity

Accuracy

Balance

Comfort

Adventure

Bravery

Commitment

Affection

Calmness

Compassion

Affluence

Celebrity

Completion

Contentment	Grace	Prosperity
Control	Growth	Punctuality
Courage	Health	Recognition
Creativity	Honesty	Relaxation
Curiosity	Humor	Reliability
Dependability	Imagination	Resourcefulness
Determination	Impact	Respect
Directness	Independence	Security
Discipline	Integrity	Sensitivity
Diversity	Intelligence	Significance
Efficiency	Justice	Sincerity
Empathy	Kindness	Speed
Enthusiasm	Knowledge	Spirituality
Excellence	Leadership	Spontaneity
Experience	Learning	Stability
Expertise	Love	Strength
Fairness	Loyalty	Success
Faith	Mindfulness	Sympathy
Fame	Optimism	Teamwork
Family	Originality	Understanding
Fidelity	Passion	Vision
Flexibility	Peace	Wealth
Fun	Perfection	Winning
Generosity	Power	

Refine

Take the top five values you selected from the previous list and write 1-2 sentences that explain what each value means to you and why it is important.

Value #1: _____

Value #2: _____

Value #3: _____

Value #4: _____

Value #5: _____

Passions

Define

What would I do with my time if money weren't an issue?

What are my favorite hobbies and activities?

What type of people am I drawn to?

What kind of volunteer activities do I enjoy or find myself interested in?

What causes am I passionate about and supportive of?

Refine

Is there a connection across the responses above?

Are my career goals and personal passions connected in any way?

How can I pursue a career that lines up with my passions?

Purpose

Define

What is important to me?

What activities am I doing that fuel my passions?

What have I accomplished that gives me a sense of purpose?

Where am I headed next?

Personal Branding Online

Once you've finished defining your personal branding using the worksheet above, it's time to get to work! Use your unique traits/skills, values, passions, and purpose as your guiding light for each task below:

1. Create a bio that incorporates the information you laid out in the worksheet above.
2. Have digital assets created that use your bio and relevant personal branding information as inspiration (logo, profile photo, cover photos, social media post templates, etc.)
3. Update all your social media profiles with your new assets and bio.
4. Update your website with your new assets and bio.
5. Update your email newsletter with your new assets and bio.
6. Create and share content that is in line with your personal branding.
7. Engage in conversations in a tone that lines up with your personal branding.