

Professional Brand Worksheet

Step 1: Identify What You Provide

List your top 5 strengths, skills, or services as a professional:

- _____
- _____
- _____
- _____
- _____

Step 2: Define Your Target Audience

Who are you trying to reach with your brand? (e.g., employers, clients, industry peers)
What problems, pains, and issues do they experience? Or what goals or tasks are they looking to accomplish?

- _____
- _____
- _____

Step 3: Clarify Your Value Proposition

What unique value do you provide to your target audience? Describe the benefits and outcomes of your work.

- _____
- _____

Step 4: Craft Your Professional Brand Statement

Combine your strengths, target audience, and value proposition into a clear and concise statement.

"I am a _____ specializing in _____."

I help _____ to _____ by _____."

Step 5: Revise and Refine

Review your statement and refine it until it clearly communicates your brand. You might seek feedback from trusted colleagues or mentors and test it out with a few members of your target audience before communicating it more broadly.

Final Personal Brand Statement:
