

Personal Branding: Let Your Audience Get to Know You

Now, it's time to dig deep and learn more about yourself. Try to find a quiet place so you can spend some time reflecting on the questions. Share your honest thoughts here – there's no judgement or right answer. You are free to journal, brainstorm, and doodle in this space.

[From: 3 Bright & Shiny Benefits of Building A Personal Brand]

1. What are three business brands you admire? What makes you admire these brands?

2. When it comes to your own personal brand, what do you want to be known for?

3. What are your top three core values? How can you incorporate them into your brand?

[From: What Every Small Business Owner Should Know About Personal Branding]

1. How can you start including more of your personality in your brand?

2. What keeps you playing small with your brand? What are you afraid of?

3. How would you like clients to describe the experience of working with you?

[From: How To Build A Personal Brand That Attract Your Ideal Clients]

1. What's the one message that you want to share with the world? Why is this message important to you?

2. What's your sweet spot (the place where your strength meets your client's need)?

3. What is it you love about your sweet spot?

[From: Building Your Personal Brand Starts with YOU]

1. What are your two most important priorities? Why do they matter so much to you?

2. What are some of your favorite projects you've worked on? Why were these projects so exciting to you?

3. List the business tasks you dislike below. Who could you outsource these tasks to that might enjoy them?

[From: How To Use Social Media For Personal Branding]

1. What are the most popular networks in your industry? Have you already set up a profile on them?

2. How frequently do you post on your social networks? What times of day do you get the best traction?

3. What groups do you participate in on social media? How are you providing value to other members?
