



## Personal Branding Positioning and Strategy Worksheet

*This worksheet will help you flesh out your goals to create your positioning and overall brand strategy. Do your best to fill out the information, and keep the worksheet as a reference guide for later.*



### WHERE YOU ARE TODAY

#### Where do you stand now?

##### What do you currently do for a living, and how much experience do you have?

I am a(n) \_\_\_\_\_ (a writer, a graphic designer, a technology executive, a chef, etc.) with \_\_\_\_\_ years of experience in my field of \_\_\_\_\_ (industry). Through my work experience, I learned \_\_\_\_\_ (skill 1), \_\_\_\_\_ (skill 2), and \_\_\_\_\_ (skill 3).

##### How many promotions have you received?

In my career, I have been promoted \_\_\_\_\_ (number of times).

##### What is your degree (if you have one), and where did you earn it?

I have earned a(n) \_\_\_\_\_ (degree) from \_\_\_\_\_ (school).

##### In what ways does your degree relate to your work experience, or is what you do irrelevant to what you learned in college?

\_\_\_\_\_ (school, work, growing up in the ghetto) has taught me invaluable skills I use on a regular basis at work, which include \_\_\_\_\_ (skill 1), \_\_\_\_\_ (skill 2), \_\_\_\_\_ (skill 3).

##### What are your biggest accomplishments?

My biggest accomplishments in life include \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

##### How many social media followers do you have?

I have \_\_\_\_\_ (5,000, 10,000, 50,000, 100,000, etc.) social media followers.

## WHERE YOU WANT TO GO

**Once you know where you stand, clarify where you want to go.**

With my \_\_\_\_\_ years of experience in \_\_\_\_\_ (industry: technology and leadership, etc.), my goal is to position myself as a leader in the following three categories (IoT, education, travel writing, website design, orthopedic surgery, digital leadership, pizza sales, etc.):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

My career goals include the following:

- I want to earn \_\_\_\_\_ more than I do now.
- I want to break into the \_\_\_\_\_ industry.
- I want to be known as a(n) \_\_\_\_\_ (a writer, a graphic designer, a technology executive, a great operations manager, a chef, etc.).
- I want to gain significant social proof and following, reaching an aggregate of \_\_\_\_\_ (1,000, 5,000, 10,000, 25,000, etc.) social media followers.
- I want to achieve a milestone like \_\_\_\_\_ (publishing a book, doing a TEDx Talk, being featured in a prominent publication, landing more clients, etc.).
- I want to become a \_\_\_\_\_ (well-paid speaker, writer for a large media outlet like the *New York Times*, operations manager, executive at my company, CEO of a company like the one I work for, a founder of a \$100 million company, etc.).
- I want to surround myself with \_\_\_\_\_ (type of people).
- I want to engage with customers and clients to help create the following (outcomes/deliverables):  
\_\_\_\_\_  
\_\_\_\_\_
- I want to help consult \_\_\_\_\_ (ideal customer type).
- I want to get hired as a(n) \_\_\_\_\_.
- I want to be promoted to \_\_\_\_\_ (position).
- I want people in my company to know me as \_\_\_\_\_.
- I want people in my industry to know me as \_\_\_\_\_.
- I want to be known as \_\_\_\_\_ (type of expert) of \_\_\_\_\_ (niche).

## COMPETITION

Understanding who the leaders are in your industry is important in figuring out what makes you different and how you can stand out. Who are the leaders in your industry that are doing what you want to do?

The leaders in the market include:

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Of the above list, whom do you feel most similar to?

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What makes you different from these leaders (characteristic traits, values, ethics, humor, personality, etc.)?

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What makes you unique (different levels of experience, special approaches, different mindset, your strategy for solving problems, etc.)?

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Why would someone want to follow you or see you as a leader (background as a parent, compassionate team builder, friendly and kind, likes golf, etc.)?

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## SELF-EVALUATION

### SWOT ANALYSIS

Instead of thinking how your company compares with other companies, think of yourself and how you compare with other people in your field. What differentiates you from the rest?

**Strengths** (better communicator, fresh ideas, more compassionate, etc.)

Great \_\_\_\_\_

Driven \_\_\_\_\_

Bridging the gaps between \_\_\_\_\_ and \_\_\_\_\_

Experienced \_\_\_\_\_ leader

Strong \_\_\_\_\_ background

Core values \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Core ethics \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Weaknesses** (less experience, less visibility, mediocre PowerPoint design skills, etc.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Opportunities** (different niche, could build strong community, friendlier and more responsive, speak multiple languages, etc.)

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**Threats** (changes to your industry, negative colleagues at work, being intimidated by others, etc.)

Internal \_\_\_\_\_

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External \_\_\_\_\_

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## PRIMARY PLATFORMS

What are the top three platforms you plan to use (Quora, Medium, LinkedIn, Facebook, Twitter, Instagram, etc.)?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## DEFINING YOUR CORE MESSAGING

These answers will help you define your core messaging.

Where you see yourself in 5 years?

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Where you see yourself in 10 years?

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In order to get there, you will need to be able to define the topics you can talk about.

### **Work-related topics you can discuss confidently**

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### **Three selected traits from your Rapid Reflection Discovery Process Worksheet**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## WHERE YOU WANT TO BE FEATURED

Part of your success involves sharing your story and/or expertise on different platforms. Which ones do you feel would best propel your career or business?

### Targeting outreach

Think of podcasts, radio shows, conferences, trade shows, speaking engagements, and TEDx events related to your industry that you could participate in, etc.

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### Publications and other media that cover the topics you can discuss

*Vogue, Cosmopolitan, Forbes, New York Times, Washington Post, Popular Science, Wired, TechCrunch, VIBE, ReadWrite, Newsweek, Better Homes & Gardens, GQ, Influencive, Reader's Digest, CMO, BBC, Wall Street Journal, Black Enterprise magazine, Inc. magazine, Interesting Engineering, Fast Company, SWAAY, Business Insider, USA Today, Bloomberg, Reuters, CNET, NPR, Los Angeles Times, PopSugar, The Atlantic, CNBC, etc.*

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