



PERSONAL BRANDING WORKSHEET

"LinkedIn Summary Worksheet Prep Work" by Emily Seamone, www.womenworklife.com

PART I: YOUR PERSONAL BRAND – WHO ARE YOU?

QUESTION	EXAMPLE	YOUR TURN
<p><i>What are your core strengths or top skills?</i></p> <p><i>Think about what do you do better than anyone else? What are you naturally good at? What do others say about you? What do you highlight on your resume? *Be sure to list only skills you enjoy!</i></p>	<p>Writing Data analysis Designing promotional campaigns Marketing plans Technically savvy</p>	
<p><i>What are your personal attributes, your personality traits, or adjectives that describe you?</i></p>	<p>Collaborative Resourceful Visionary Creative Forward thinking</p>	
<p><i>How are you unique? How do you stand out? What differentiates you from competitors?</i></p> <p><i>Think about your expertise, personality characteristics, how you get things done.</i></p>	<p>Have used data analysis to measure campaign success Stay abreast of latest environmental issues and trends Experience in marketing and social media Business experience Involved in all aspects of marketing campaigns</p>	
<p><i>What are your passions? What do you care about deeply?</i></p> <p><i>Think about your interests that fascinate, excite, or energize you. What do you do in your free time? What are your hobbies?</i></p>	<p>Environment Advocacy Social media</p>	

QUESTION	EXAMPLE	YOUR TURN
<p>What are your top career values?</p> <p><i>What is most important to you at this time?</i></p>	<p>Continual learning Expertise Meaningful work Advancement</p>	
<p>What do you want to be known for?</p> <p><i>Is there anything else that you'd like to be part of your brand but you haven't listed yet?</i></p>	<p>Team player</p>	
<p>List 3-5 of your top career accomplishments.</p> <p><i>What are your success stories?</i></p>	<p>Created and built a popular website and blog on environmental issues</p> <p>Praised for ability to use data analysis to inform marketing campaigns</p>	
<p>What are your career goals?</p> <p><i>Think about what do you want to be doing. Where do you want to be 5 years from now?</i></p>	<p>Transition to an environmental organization focusing on marketing and social media efforts</p>	

PART II: YOUR TARGETED AUDIENCE, INDUSTRY, AND ROLE

QUESTION	EXAMPLE	YOUR TURN
<p>Who is your target audience, employer, customer?</p> <p><i>Think about your industry and niche area of expertise. What types of people, companies, or organizations are you targeting? What are their characteristics?</i></p>	<p>Environmental organizations Non-profit organizations Think tanks</p> <p>Research, academic, mission-driven</p>	
<p>What are the needs and wants of your audience?</p> <p><i>What problems do they need solved? How can you help them?</i></p>	<p>Getting word out about their cause Earning money but for the mission Want skilled people who also care</p>	

QUESTION	EXAMPLE	YOUR TURN
<p>Keywords and Key Skills for Industry and Role</p> <p><i>What are hiring managers in your field and for your role looking for when sourcing candidates? What are the keywords and skills they list?</i></p>	<p>Environmental passion Social media marketing best practices Performance metrics Digital products Grassroots movement</p>	
<p>Tasks for Role</p> <p><i>For this role, what will the employee be doing? What problems need to be solved?</i></p>	<p>Analyzes data Creates materials Developing creative ideas Customer service skills Written and verbal communication skills Excels at research Project management skills Web and graphic design Photoshop Basic HTML skills Basic video editing skills Nonprofit experience</p>	
<p>Match</p> <p><i>What is the match between your brand and your targeted audience, field, and role?</i></p>	<p>Go through and circle</p>	