

Personal Brand Worksheet

Over the past few years, I've worked with many people to help them gain confidence in business and social settings, including public speaking. I've learned that anxiety of leaving a bad impression can go away when you are confident that you are projecting your desired image. But a lot of people have never thought about their desired image, and the impression they want others to have, which is an essential part of your personal brand.

The attached worksheet was developed to help you define your personal brand and what it will look like to others. You'll complete it during the workshop, but it helps to look it over before the workshop begins and to start thinking about your core values and how you want others to view you.

If you are ever in need in any additional help, please feel free to reach out to me using the links below.

Best wishes,

Dina Schmid



Personal Brand Worksheet

Use this worksheet to gain clarity on how to build your personal brand by projecting your desired image.

My core values:

I want people to describe me as:

I will support that image through:

My signature outfit

The etiquette I use every day

Conversations and presentations

Body language and facial expressions

Email and other communication

My online presence

Personal Brand Worksheet

Core values are what you stand for; they are what you value in yourself others. When it comes to defining your personal brand, there are no "right" or "wrong" values, but rather what is right for you. Some possible values are below but feel free to add your own.

Dependability	Integrity	Appreciation	Independence
Reliability	Optimism	Thoughtfulness	Attractiveness
Loyalty	Respect	Ambition	Prestige
Commitment	Passion	Collaboration	Balance
Friendship	Fitness	Creativity	Community
Open-mindedness	Courage	Wealth	Impactfulness
Consistency	Perserverance	Wisdom	Knowledge
Efficiency	Acceptance	Performance	Authority
Trustworthiness	Freedom	Professionalism	Beauty
Family	Generosity	Flexibility	Justice
Faith	Grace	Honesty	Simplicity
Honesty	Risk Taking	Collaboration	Poise
Innovation	Uniqueness	Credibility	Self-respect
Creativity	Versatility	Ethics	Trustworthiness
Sense of Humor	Spirituality	Fairness	Status
Positivity	Peace	Contentment	Pleasure
Health & Wellbeing	Boldness	Autonomy	Popularity
Service to others	Calmness	Resilience	Citizenship
Humbleness	Simplicity	Teamwork	Quality
Environmentalism	Resourcefulness	Success	Dedication
Kindness	Joy	Security	Punctuality
Competency	Love	Calmness	Inclusiveness
Realistic	Ambition	Fun	Intelligence
Traditional	Structure	Devotion	Patriotism
Reason	Support	Common Sense	Order
Intuitiveness	Gratitude	Control	Stewardship
Hard Work	Discovery	Shrewdness	Solitude
Patience	Surprise	Individuality	Playfulness
Skill	Teamwork	Harmony	Honor

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Choose how you want others to describe you:

Authentic	Responsive	Relatable	Charming
Confident	Inspirational	Open minded	Decisive
Professional	Assertive	Articulate	Diplomatic
Kind	Poised	Prepared	Straightforward
Humorous	Relaxed	Authentic	Helpful
Excited	Dynamic	Polite	Fearless
Laid-Back	Focused	Dominant	Bright
Friendly	Analytical	Trustworthy	Diligent
Knowledgeable	Exuberant	Good Storyteller	Hardworking
Expressive	Dedicated	Courageous	Sincere
Inquisitive	Passionate	Persistent	Talented
Faithful	Smart	Empathetic	Proactive
Casual	Well spoken	Passionate	Loyal
Enthusiastic	Strategic Thinker	Rational	Versatile
Intelligent	Visionary	Creative	Energetic
Prepared	Compassionate	Sincere	Thorough
Entertaining	Decisive	Witty	Cheerful
Easy-going	Generous	Nonjudgmental	Amusing
Giving	Clever	Ambitious	Witty
Courteous	Enthusiastic	Devoted	Focused
Respectable	Easygoing	Unique	Silly
Full of Vitality	Spiritual	Honorable	Bold
Humorous	Full of Integrity	Patriotic	Impartial
Engaged	Humble	Peaceful	Colorful

Notes
