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**WORKSHEET ~ Craft A Powerful Professional BRAND**

To be successful in business - and in your career - one of your most important you need to be the lead marketer for the brand called Y-O-U. Every individual has the opportunity to stand out by developing their own unique brand.

Before creating your brand, ask yourself - and answer - these questions:

* What makes you distinctive or unique?
* What are your best attributes?
* What are you proud of?
* What do you want to be known for?

In addition to answering the above questions, you can fill in the categories below to select the skills, traits, and characteristics that you want to include in your brand. You probably won’t include everything you write, but you can extract words and phrases from these categories.

# Best Skills and/or Skills You’re Acquiring

* + ⬧
  + ⬧
  + ⬧

# Your Values/Mission Statement

* + ⬧
  + ⬧
  + ⬧

**Branding Worksheet, cont’d**

# Your Industry/Job Function

* + ⬧
  + ⬧
  + ⬧

# How Others Describe You

* + ⬧
  + ⬧
  + ⬧

# How You Describe Yourself

* + ⬧
  + ⬧
  + ⬧

# Your Natural Strengths

* + ⬧
  + ⬧
  + ⬧

# How you Add Value (What You Can Deliver)

**Branding Worksheet, cont’d**

# Keywords from your Industry or Job Function

* + ⬧
  + ⬧
  + ⬧

***Begin your branding statement below:***