**Personal Branding Worksheet**

This worksheet is designed to help you clarify and develop your personal brand. Use it to reflect on your strengths, values, and the image you want to present to employers. Answer the questions honestly and revisit your responses as your career evolves.

1. **Core Strengths & Skills**

What are your top 3–5 strengths or skills that set you apart professionally?

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1. **Career Vision & Goals**

What do you want to be known for in your career? What impact do you want to make?

1. **Values & Passions**

What values guide your work? What are you passionate about professionally?

1. **Unique Value Proposition**

Write a short 'elevator pitch' that summarizes who you are, what you do, and the value you bring:

1. **Online Presence Audit**

Check the following items and note any updates you need to make:

☐ LinkedIn profile photo is professional and current

☐ LinkedIn headline reflects your role or career focus

☐ Resume is aligned with your brand message

☐ Online bios are consistent across platforms

☐ Posts and comments reflect your professional tone

1. **Action Plan**

List 3 steps you’ll take in the next month to strengthen your personal brand:

1.

2.

3.