**Personal Brand Worksheet**

In the three tables below, define your Personal Vision, Audience, and Personal Brand – which is the goal. Make sure that your Personal Brand does not contradict your Personal Vision and is directed at your Audience.

|  |  |
| --- | --- |
| **Personal Vision***The non-negotiables of the person you hope to be, that cannot be contradicted by your Personal Brand.* |  |

|  |  |
| --- | --- |
| **Audience***The individuals, groups, or marketplace at large that you want to be impressed by your brand.* |  |

|  |  |
| --- | --- |
| **Personal Brand***An audience’s perception of you based on your experience, actions, and/or achievements.* |  |