**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.

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

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

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