

Personal Brand Self-Assessment

My Brand		Rating (1-5)
1	I have a profound sense of who I am and why I am here.	
2	When I have key decisions to make, I focus on what deeply matters to me and let that be my guide.	
3	I have clarity about what my personal brand is and how I show up to others.	
4	I show up as a consistent person in all aspects of my life - personal, work, family, community.	
5	I demonstrate unique strengths that my colleagues, friends, and clients come to me for.	
6	I am aware of my energy and mood, and their impact on those around me.	
7	I am intentional about building my brand to align with the reputation and legacy I want to leave.	

Create your personal brand statement by following the outline below.

A. My Values
B. My Expertise
C. My Skills
D. My Talents / "Strengths"

Your statement should ultimately answer these questions:

- What is your **uniqueness** - who you are
- What is your **service** - what you do
- Who is your **audience** - who you do it for
- Your best **characteristic** - what you are known for
- If you were to be recognized for a job well done, what unique **accomplishment** first comes to mind?

To help create this first draft of your brand statement, try using these sentence starters:

I know I excel when:
People recognize my expertise in:
People comment on my ability to:

My Personal Brand Statement

Write a 1-2 sentence brand statement using words you've highlighted above.