

BUILD YOUR PERSONAL BRAND #1

The key to building your brand is authenticity, encompassing your genuine, humble and unique qualities that define who you are, your personality, your character and your vision.

Part 1: Who Are You?

1. Set your values (family, friends, honesty, community, etc.). _____

2. Prioritize your values from most to least important:
 - a. _____
 - b. _____
 - c. _____
 - d. _____
3. Identify your passions. (What interests you so much that you would do it even if you weren't getting paid?)

4. What do you consider your ideal traits that help people see who you are on the inside? (Do you like a challenge, are you open to new adventures? Etc.) _____

5. Talk to a friend, family member or peers about your personal brand, and listen to their feedback. Do they perceive who you are the same as you do? Why or why not? _____

Part 2: Where Are You Going?

1. What have you enjoyed so far in your life? Which experiences felt especially rewarding and fulfilling?

2. Combine your top experiences, interests and values to come up with a potential **vision statement** that is accurately aligned with who you are and where you are going. (Use visual details.) _____

3. Create an ideal career ending. On your last day before you retire, what are you doing, what have you accomplished, and what impact have you had on others? _____

4. Beginning with the end in mind, work backwards from your career ending to analyze logical steps along the way.
5. Compare your vision with your values. How well do they match? _____
