Building a Strong Personal Brand

1. How could an outstanding personal brand help you right now?
2. What is keeping you from building a personal brand right now?
3. What specific goals do you have in mind that a better personal brand could you with?
4. How would you measure success?
5. What do you do well with your personal brand right now?
6. What is the digital channel that you want to use?
7. If you were going to develop content, what would you start with that is easiest?
8. How could you help your team or company right now?
9. What words would you use to describe yourself?
10. How would others describe you? Where is there a gap?
11. How do you want to be described?
12. What are the top 3 things you want to be known for?
13. What is one thing you could do to start improving your brand?

|  |  |  |  |
| --- | --- | --- | --- |
| **Areas of Focus** | **Goals** | **Q32016** | **Q42016** |
| Awareness |  |  |  |
| Social Capital, Building Influence |  |  |  |
| Growing Your Impact |  |  |  |
| Thought Leadership |  |  |  |