

# BRAND CRAFTING WORKSHEET

## **1. What are your vision and your purpose?**

Before clearly defining your brand, look externally at the bigger picture of your vision for the world, and then internally, at how you might help the world realize your vision.

## **2. What are your values and passions?**

You have to know yourself and what you want and need before you can move forward. Your belief system and operating principles are at the core of determining whether an opportunity in front of you will be a good fit for you. If the passions that drive you aren't met, you probably won't be happy.

## **3. What are your top goals for the next year, next 2 years, and next 5 years?**

Work on projecting what you intend to accomplish so you can put together a strategic action plan to get there.

## **4. Do a self-assessment of your top brand attributes.**

What 3 or 4 adjectives best describe the value you offer? What words do you use to define your personality? Here are some possibilities, but don't limit yourself to these: Collaborative, resourceful, flexible, forward-thinking, risk-taking, connected, visionary, diplomatic, intuitive, precise, enterprising, ethical, genuine, accessible.

## **5. What are your core strengths or motivated skills?**

In what functions and responsibilities do you excel? What things are you the designated "go-to" person for? What would your company have a hard time replacing if you left suddenly? The possibilities are endless, but here are a few suggestions: Identifying problems, seeing the details, leading, delegating, performing analysis, fact finding, crunching numbers, anticipating risk, motivating, mentoring, innovating, managing conflict, writing, listening, communicating.

## **6. Get feedback from those who know you best – at work, at home, anywhere.**

The true measure of your brand is the reputation others hold of you in their hearts and minds. Notice how they introduce you to others. Ask them what your top brand attributes and core strengths are. How does your self-assessment jibe with their feedback?

## **7. Do a SWOT (Strengths – Weaknesses – Opportunities – Threats) analysis on yourself.**

Don't dwell on your weak points, but keep them in mind so that you don't move into a position where that function is the main thrust of the job.

## **8. Who is your target audience?**

Determine where you want to fit in (niche area of expertise). Learn what thought leaders in your field are looking for and interested in. Position yourself in front of them to capture their attention.

## **9. Who is your competition in the marketplace and what differentiates you from them?**

Determine why decision makers should choose whatever you're offering over the others offering similar value. What makes you the best choice? What makes you a good investment? What value will you bring that no one else will?

## COMPLETED WORKSHEET EXAMPLE (Phil Gerbyshak)

### My vision is:

A world where everyone is connected to people, places and tools they need to be successful.

### My purpose is:

To make difficult ideas simple so that everyone can be remarkably successful.

### My passion is:

Helping people understand their uniqueness and maximize their presence to the world.

### My values are:

1. **Simplicity.** I like to make things as simple as possible. Complicated ideas are only complicated until someone explains them.
2. **Authenticity.** I am good at some things and not others and smart enough to know the difference. I admit when I made a mistake...and I share what I learned from you.
3. **Relationships.** Business is person to person. The more relationships you develop the more you accomplish.

### My goals are:

1. **In one year,** I will have 10 courses/products completed around finding your brand and showcasing it for the world to see.
2. **In three years,** I will be delivering courses and keynote addresses 30-50 times a year, with at least 50 courses/products for folks to use to build their brand.
3. **In five years,** I will have published a book on the power of being a relationship geek.

### My top three brand attributes are:

1. I constantly am dreaming of new ways to do things better and more effectively
2. I constantly envision what could be and believe in the power of YOU!
3. I love people!

### I excel at:

Uncovering patterns and strategies for simply explaining who you are and what you do.

Getting deep quick with people to understand what is REALLY there and not just what's on the surface.

### People describe me as:

Energetic, authentic, passionate, helpful

### My weakness is:

Lack of attention to details - I spend a lot of time thinking about the big picture and the details get lost.

### My target audience is:

27-40 year-old professionals/entrepreneur who wants to take their career/life/business to the next level!

### I know I have competition. What differentiates me is:

My ability to break things down into the simplest possible terms and explain it to others in ways they can understand and take action.

From <http://www.philgerbyshak.com/my-personal-brand/>