



Unlock Your Dream Life: Focus on Your Personal Brand

This worksheet will help you develop your personal brand so that you can unlock opportunities and use them to create your dream life.

What do you think of when you hear "personal brand"?

How would you describe your personal brand today -- before you go through this exercise?

What aspects of your current personal brand are you proud of?



What aspects of your current personal brand would you like to change?



What does your dream life look like? What goals are you working toward? Who's in your life? What is making you happy? Etc.



What aspects of your personal brand will you need to focus on so you can realize this dream life?



What do you think is unique about you?



What do the people close to you say is unique about you?



What is important to you?

Thought triggers:

- What are your core values?
- What are your goals and dreams?
- How do you want to add value?
- What kind of attention do you want to attract?
- What traits do you admire in others?



What parts of your authentic self do you tend to hide?



With the answers to all of the preceding questions in mind, what do you want your personal brand to look like? What do you want people to think of when they hear your name? Be as specific as possible.



Outline some actions you can take to build your brand.



Now, there's nothing left to it but to do it 😊 Reach out if I can offer any other inspiration, advice, or encouragement.

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