



How to Build A Personal Brand

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Personal Branding Assessment



Personal Branding assessment

Item	Answer
1. How could you benefit from a strong Personal Brand?	
2. How would you like to be perceived (key motivators, values, passion etc.)?	
3. Who is your audience and what do they care about?	
4. What channels will you use to reach this audience and why?	
5. How will you ensure you present the most authentic version of yourself?	
6. What key considerations do you need to keep in mind to ensure your Personal Brand aligns with your goals (and the key interests of your audience)?	
7. What existing Personal Brand assets do you already have, and what updates (if any) need to be made?	
8. Are there any new Personal Brand assets you should create that would help strengthen your Personal Brand?	
9. Will you need to track your brand mentions, if so what tools will you use?	
10. How will you define success?	