



Developing an Impactful Personal Brand Worksheet



Your Personal Brand Advantage

This worksheet is interactive for your convenience. You can fill it in electronically or print it out.

Your Personal Brand Advantage



01 DEVELOP

Foundations

Identifying the strategic value of personal branding for you and your business and building the blocks of an impactful personal brand.

>> **Personal Brand Statement**

02 COMMUNICATE

Digital Presence

Using LinkedIn and AI for developing, communicating and growing your personal brand.

>> **AI Applications**

>> **LinkedIn Optimisation**

03 GROW

Action Plan

Setting personal branding goals, identifying key audiences and channels of communication, and creating a roadmap for content and engagement.

>> **1-page Personal Brand Plan**

My Personal Brand Foundations



1) Clarity – *What I want to be know for*

What drives me as a business leader? What is my purpose? *(Vision)*

Who is my audience? *(Target)* What is the role I play for them? *(Mission)*

<input type="text"/>	<input type="text"/>
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What do I believe in as a business leader? *(Values)*

What sets me apart from other business leaders in my space? *(Differentiation)*

>> 3 words or sentences that capture "me" *(Positioning Statement)*

- 1)
- 2)
- 3)

2) Consistency – *How my brand aligns across communication channels*

What is my story? *1 short paragraph or a few keys points.*

What are my core messages? *In 3-5 sentences. (Supporting Statements)*

What is my tone of voice? *In 3-5 words that define your communication style.*

Describe your personal brand look and feel.

My Personal Brand Foundations



3) Content – *How I communicate and engage my audience*

What written content will I use? (e.g. articles, posts, emails...)

What visual content will I use? (e.g. photos, videos, infographics, animations...)

What audio content will I use? (e.g. interviews, podcast...)

What interactive content will I use? (e.g. webinars, events, live panels, keynotes...)

4) Connection – *How I build relationships and develop a community*

How will I build relationships with internal stakeholders? (e.g. SLT, staff, board...)

How will I build relationships with external stakeholders? (e.g. media, customers...)

How will I build relationships with professional networks? (e.g. associations, GBs...)

How will I build relationships with advocates? (e.g. investors, industry peers...)

My Personal Brand Foundations

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My Personal Brand Statement

I *[what you do/your mission]*

for *[who your help]*

by *[how you do it/differentiation]*

so they can *[the impact].*

Notes

My Personal Brand Foundations



Developing your Personal Brand Statement with AI.

AI Prompt 1: Help me create a clear, concise personal brand statement that highlights who I am as a business leader, what unique value and expertise I offer, who my target audience is, and the impact I aim to create now and in the future. Use a confident and authentic tone suitable for LinkedIn and executive communications. The statement must be 1-2 sentences that are memorable and position me as a trusted partner that people want to engage with.

I am [my role] in [industry]

My core strengths are [positioning statements]

What sets me apart is [differentiation]

My target audience includes [audience segments or cluster]

I [mission] and aim to [vision]

AI Prompt 2: Please provide a couple more variations including some that focus more on [positioning statement / core message / value / tone]

My Personal Brand Statement

My Personal Brand Digital Presence



Reviewing your digital presence

What is my digital presence?

Using AI, Search Engine, LinkedIn, Company Website

AI Prompt 1: Who is [your name]

AI Prompt 2: Who is [your name] from [business name]

AI Prompt 3: Is [your name] good to work with?
Would you recommend working with [your name]?

Google Search 1: [your name]

Google Search 2: [your name] from [business name]

LinkedIn 1: Your personal page

LinkedIn 2: Your business page

Website 1: Your business website

Website 2: Any website you may be on

Observations – What I like, don't like, things to work on...

My personal brand is consistent:

Yes or No

*Review across channels
e.g. LinkedIn,
website, events*

Core messages	<input type="checkbox"/>	<input type="checkbox"/>
Tone of voice	<input type="checkbox"/>	<input type="checkbox"/>
Story	<input type="checkbox"/>	<input type="checkbox"/>
Look and feel	<input type="checkbox"/>	<input type="checkbox"/>

Notes

My Personal Brand Action Plan

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Measuring the Strength of Your Personal Brand and Identifying Areas of Opportunity

DATE:

PERFORMANCE FACTORS	RATE	CURRENT ACTIONS	FUTURE ACTIONS
◆ TRUST AND INFLUENCE			
◆ POINT OF DIFFERENCE			
◆ VISIBILITY AND REACH			
◆ BUSINESS IMPACT			

⇒ OVERALL IMPACT

ACCOUNTABILITY PARTNER:

IMPLEMENTATION SUPPORT:

NEXT REVIEW DATE:

My Personal Brand Action Plan



My Personal Brand Goals

e.g. Thought Leadership, Talent Attraction, Investor Trust, Business Development...



My Target Audience

Who I am trying to influence. e.g. clients, employees, industry peers, investors... - What are their needs, interest or problems?



My Channels of Communication

Where is my audience?



My Activities – Content and Engagement Plan

Frequency	Action	Content Theme	Channel
<i>e.g. weekly, quarterly, monthly</i>	<i>e.g. producing an article, a post, engaging on LinkedIn, networking...</i>	<i>e.g. related to the audience interests and your positioning statement</i>	<i>e.g. Website, LinkedIn, event, industry association...</i>



Let's Connect!

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If you have any questions,
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