

Personal Branding: You Already Have a Brand, Learn How to Manage It

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Self-Inventory

Traits	
Values	
Passions	
Strengths	
Goals	

Personal Mission Statement

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Summary

Past	Present	Future

Aspirational Traits

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Unique Contributions

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Linkedin Headline

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Self-Assessment

IN PERSON

Handshake	Lacking/Needs Work-----	Professional/Updated
Eye contact	Lacking/Needs Work-----	Professional/Updated
Clothing	Lacking/Needs Work-----	Professional/Updated
Grooming	Lacking/Needs Work-----	Professional/Updated
Voice tone	Lacking/Needs Work-----	Professional/Updated
Elevator pitch	Lacking/Needs Work-----	Professional/Updated

ON PAPER

Resume	Lacking/Needs Work-----	Professional/Updated
Cover Letter	Lacking/Needs Work-----	Professional/Updated
Business Cards	Lacking/Needs Work-----	Professional/Updated

ONLINE

Linkedin	Lacking/Needs Work-----	Professional/Updated
Emails	Lacking/Needs Work-----	Professional/Updated
Social Media	Lacking/Needs Work-----	Professional/Updated
Website	Lacking/Needs Work-----	Professional/Updated

IMPRESSIONS

About You	Lacking/Needs Work-----	Professional/Updated
About Themselves	Lacking/Needs Work-----	Professional/Updated