

You Inc.

Branding Worksheet

Brand Elements	Notes
Clarity. What three attributes do you want to be known for?	
Credibility. What is the basis for your brand's credibility?	
Connective. How does what you do connect emotionally with others?	
Value. What value do you offer? How is it different from others?	
Weaknesses. What are the weaknesses of your brand?	
Loyalty. Does your brand build loyalty with your manager, clients, and colleagues? Is it sustainable over time?	

Things to keep in mind

- *Avoid using corporate jargon in this exercise; it's too imprecise.
- *Don't assume that you understand your brand; get feedback from others.
- *Think about what previous managers, colleagues, family members, friends, and even enemies have said about you.
- *It takes time to successfully build a professional brand, but a very short time to destroy it.
- *Revisit your branding strategy regularly.