

Personal Brand Architecture Blueprint

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****Make a copy to edit for yourself****

Your personal brand (or, if personal brand feels icky, call it your Perceived Identity) is more than a curated image for your own advancement. Instead, it's your key to standing out, accessing opportunity, building new connections, and discovering yourself over time.

Like any compelling narrative, it needs both structure and soul: the foundational elements that build trust, the distinctive qualities that capture attention, and the emotional resonance that creates lasting influence. This blueprint will guide you through crafting a brand that's authentically you, while setting you up for maximum growth and impact.

[This is the end result](#) we are working toward, but don't skip to the end.

Know Yourself First

Answer the following questions to establish a baseline. Don't think too hard. Seek the positive, neutral, and negative.

- ~ How are you currently perceived by others? (ask friends, family, coworkers, the internet, google yourself, etc)
- ~ What are you most effective and impactful at doing? (think back to performance reviews, times you got good feedback)
- ~ What is your personality type? (I recommend using the 16personalities test)
- ~ What are your short and long term goals? How do you need to be perceived in order to reach those?
- ~ Are you uniquely positioned to spike in a certain area of expertise or admirable trait?
- ~ What is your most natural/comfortable mode of communication with new people? (written, social, 1:1 conversation, etc)

Great. Let's move on.

Perceived General Human Quality (GHQ)

Your perceived GHQ is the foundation of your personal brand – it's how people categorize and remember you in their mental landscape.

While spike areas might draw attention, your GHQ is what builds lasting trust, compounds over time, and opens doors to opportunities.

This section requires a low-ego approach: **be honest with yourself**. It should hurt a little.

Reliability & output quality

How consistently do you deliver on commitments?

- Do you regularly meet deadlines?
- Do you go to events your RSVP yes to?
- Are you accessible and willing to help when others need you?

How high quality is your work?

- Is your work organized?
- Is your work aesthetically pleasing?
- Is your work concise and easy for others to understand?
- Is the quality of your work consistent?

Improvement opportunities:

- Area 1
- Area 2

Organization & life management

Are you perceived as a generally organized person?

- Are you consistently on time, or are you often late?
- Do you cause disorganization or stress for others?
- Are your physical spaces organized?
- Are your digital spaces organized?
- Are you easy to work with on professional projects?
- Are you fun and easy to plan things with as a friend?
- Are you generally known to be 'prepared'?

Are you perceived as someone who is intentional and strategic?

- Would your friends describe you as intentional or chaotic?
- Do people around you feel the need to check in on you often?
- Do people trust you to give them life advice?
- Do you people come to you for career advice?

How do you physically present yourself in social and professional settings?

- Are your clothes clean and unwrinkled?
- Do you wear things that are flattering to your body type?
- Do you have a distinct or interesting sense of style?

Improvement opportunities:

- Area 1
- Area 2

Positive vibes

How do you contribute to others' success?

- How do you support your co-workers, direct reports or manager?
- How do you support people in your industry that you don't work directly with?
- How do you contribute to your physical or virtual communities?
- How often are you completing acts of kindness that the recipient would remember?
- Are you perceived as giving more than you take?

Are you an enjoyable person to spend time with?

- Are you a good, active listener?
- Are you easy to make plans with?
- Do you often get invited to spend time with others?
- Do you make an effort to bring positivity to your interactions?

What makes interactions with you memorable?

- Unique perspectives you bring:
- Conversation topics you excel in:
- Surprising elements of your background:
- Are you inspiring or draining to others?

Improvement opportunities:

- Area 1
- Area 2



Known Spike Areas

While your perceived GHQ builds trust, your known spike areas establish and drive distinction. These are your zones of extraordinary impact – the intersections of your expertise, passion, experience, and market needs.

Your spikes transform you from a reliable professional into a top-of-mind authority, making you irreplaceable in your professional ecosystem.

Spike area identification

List and evaluate your potential spike areas in each category:

Knowledge spikes

- Technical expertise:
- Industry insights:
- Academic specialties:
- Research areas:

Experience spikes

- Career achievements:
- Project successes:
- Problem-solving wins:
- Leadership moments:

Personality trait spikes

- Communication style:
- Interpersonal strengths:
- Cultural competencies:
- Unique elements of your background:

Access spikes

- Networks and industries where you are well connected:
- Unique opportunities you have access to:
- Resources you have higher than average access to:

Talent spikes

- Natural abilities:
- Developed skills:
- Creative outputs:

Interest spikes

- Pursuits of passion:
- Hobby expertise:
- Unique collections:
- Adventure or travel experiences:

Spike area selection & focus

In this section, you'll choose your three core spikes. These can change over time, but you have to fully commit to them for them to have impact on others' perception of you.

Primary spike

- Why this stands out:
- How it serves others:
- Proof points:

Secondary spike

- Complementary value:
- Opportunities to integrate it with your primary spike:
- Proof points:

Emerging/aspirational spike

- Current foundation:
- Growth plan:
- Why you want to invest here:

Emotional Impact

The most powerful brands don't just showcase quality, they create lasting emotional resonance.

Your emotional impact is the feeling you leave behind, the energy you bring to spaces, and the transformative effect you have on others.

While your perceived GHQ builds trust and your known spikes demonstrate value, your emotional impact ensures you're remembered.

Emotional impact strategy

Your interactions across IRL and digital should consistently evoke intentional feelings that align with your authentic self.

What is your core emotional signature?

- What is the primary emotion you want to cultivate from others?
- Why did you choose that emotion?
- How does that choice reflect your values?
- What are some natural ways to invoke this emotion?

Supporting emotional reactions

- Secondary emotions to weave into your communications and interactions:
- What are some natural ways to invoke these?

Emotional storytelling toolkit

- Personal stories that evoke your desired emotions:
- Professional moments that showcase your value:
- Transformation narratives you can share:

Emotional impact in practice

In person

- What first impression do you create?
- How can you make sure people feel the way you want them to after you leave?
- How would you describe the energy you want to bring to a room?

Digital

- What emotional tone should your digital content have?
- How do you engage with others online to evoke your goal emotions?
- What role do you want social media to play in making others feel something?

Leadership & influence

- What team dynamics do you want to create?
- How do you approach mentorship?
- How do you want others to feel when you collaborate on a project?
- How can you resolve conflict in a way that's aligned with these goals?

Your Plan

I will increase my perceived GHQ by:

Continuing to:

Starting to:

Stopping:

I will focus on being known for my primary, secondary and emerging spikes, which are:

Primary spike:

Secondary spike:

Emerging spike:

and I'll drive awareness of my spikes through these actions:

Action 1:

Action 2:

Action 3:

I will intentionally approach my interactions to evoke [emotion 1] and/or [emotion 2] in others by:

Method 1:

Method 2:

Method 3:

Immediate next steps:

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Future steps:

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