



A(1)-11 Map of Actions to Build My Brand (Identity)

What Can I Do? Capturing My Thoughts

1. Identify the pieces that go into creating your brand. Behavior? Attitude? Presence on social media?
 2. Determine the actions you can take in each area that can create the brand you want - that reflects the authentic you
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What Makes Up My Personal Brand?	Actions I Can Take to Create the Personal Brand I Want
My Behavior:	
My Appearance:	
My Attitude:	
My Activities:	
My Associations:	
My Performance:	
My Language:	



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My Presence on Social Media:	