



PERSONAL BRAND WORKSHEET

This worksheet will help you evaluate how effectively your brand represents your true self and identify specific opportunities to align your professional presence more closely with your authentic identity.

SECTION 1: CURRENT BRAND PERCEPTION

External Perception Analysis

Rate how accurately each statement describes your current personal brand (1 = Not at all, 5 = Completely):

- My online presence accurately reflects who I am in person ____
- The language I use professionally sounds like me in real life ____
- The values I project professionally align with my values ____
- My professional story highlights my genuine journey, not an idealized version ____
- I feel energized rather than drained after creating professional content ____

Gap Assessment

What aspects of your personality do close friends see that rarely appear in your professional brand?

- _____
- _____

What professional opinions do you hold privately but rarely express publicly?

- _____

SECTION 2: VALUES ALIGNMENT

Core Values Identification

List your five most important personal values:

1. _____
2. _____
3. _____
4. _____
5. _____

Values Expression Audit

For each value above, rate how clearly it's expressed in your professional brand (1-5):

1. _____
2. _____
3. _____
4. _____
5. _____

For values scoring below 3, note specific ways you could express them more authentically:

- _____
- _____
- _____

SECTION 3: COMMUNICATION AUDIT

Language Analysis

Review your recent professional communications and note examples of:

Authentic language that sounds like the real you:

- _____
- _____

Generic/inauthentic language you've adopted:

- _____
- _____

Voice Consistency Check

Ask a trusted friend to review your professional content and answer:

- What phrases or words sound unlike me? _____
- What topics seem forced or unnatural for me? _____
- When do I sound most genuinely myself? _____

SECTION 4: UNIQUENESS INVENTORY

Distinctive Qualities

What unique combination of experiences, perspectives, and skills do you possess?

- _____
- _____
- _____

Hidden Differentiators

What aspects of your background or perspective do you downplay professionally but could be valuable differentiators?

- _____
- _____

Right Audience Identification

Who would most value your authentic perspective and approach?

- _____
- _____

SECTION 5: AUTHENTICITY BARRIERS

Fear Assessment

What do you fear might happen if you were more authentic in your professional presence?

- _____
- _____

Industry Norms Analysis

What "professional rules" might you need to break to be more authentic thoughtfully?

- _____
- _____

SECTION 6: ACTION PLANNING

Quick Wins (Next 7 Days)

Identify three immediate actions to increase your brand authenticity:

1. _____
2. _____
3. _____

Longer-Term Alignment (Next 90 Days)

Outline three substantial changes to bring your brand into greater authenticity:

1. _____
2. _____
3. _____

Success Measurements

How will you know your authenticity efforts are working? What specific metrics or feedback will you track?

- _____
- _____

REFLECTION SUMMARY

The most significant authenticity gaps in my brand are:

- _____
- _____

The most valuable, unique aspects of myself I should express more are:

- _____
- _____

My brand will be successful not when I please everyone, but when I:

- _____
- _____
