**Personal Brand Worksheet**

**Social Media Marketing - MRKT 180 Assignment #1**

Defining your personal brand is an important step in your career as a student and as a potential entrepreneur. A series of actions are required to develop your personal brand. The questions below allow you to begin to examine your personal brand as you begin to market yourself. Answer the 10 questions below and conclude with conducting a SWOT analysis on yourself, culminating is developing your competitive advantage. Lastly, build or modify your LinkedIn page and connect with me.

**PART 1: DREAM JOB**

1. First you need to determine where you want to work or what type of business you want to start. What kind of job do you want to have? Which industry do you want to work in, or your start-up will reside? Perhaps you have always wanted to work for a nonprofit, or in the healthcare industry, retail, social media marketing. List the industry you have selected and explain why this industry/start-up interests you?
2. Next you will want to do a simple search of your desired role on any career job site. What role have your searched? What type of jobs appeared?
3. Read some of the descriptions for the positions you would like to hold. List **three** different jobs and detail the skill sets, experience and type of candidate that hiring managers are looking for. What is the skill sets for starting and running your own company?
4. Identify common keywords from your career search and write them down. You will want to use these keywords when crafting your personal brand message to position yourself in front of your target audience. What common key words have you identified? Why do you think they are important to the job or to the success of your start-up?
5. Identify and research three target companies you are dying to work for or three companies you want your start-up to do business with. What makes these companies so appealing and challenges they are facing that you are qualified to help them overcome? Be specific.

**PART 2: PERSONAL BRAND**

1. **Determining your vision, purpose and value:** Look externally at the bigger picture of your vision for the world, and then internally at how you might help the world realize your vision.
2. **Vision:** What is the one world problem you would like to see solved or one area of life that you want to see transformed or improved. This is your vision.
   1. What is the problem you are seeing in the world?
   2. What are you intending to fix?
   3. Why are you doing what you are doing? And why is that? And why is that? (*by asking 3 “whys” or more, you can find the real reason for something.*)
   4. What in your past experience makes you passionate about this?
   5. What would the best version of yourself look like?
   6. How are you different from other people who are doing similar things?
   7. Is your mission sufficiently narrow enough to be differentiate it from others?
3. **Purpose**: What role might you play in making your vision happen? Be descriptive. This is your purpose.
   1. Write down the changes you need to make to honor this vision and lead a powerful life.
   2. Write down the changes you need to make your vision and purpose a reality.
   3. **Write a powerful purpose statement (see slides for examples)**
4. **Values: Your values are your guiding principles that give meaning to your life – a set of standards that determine your attitudes, choices, and actions. *Balance, being the best, agility, calmness, challenge, decisiveness, perseverance, drive, honesty, integrity, pragmatism, sensitivity, structure, teamwork, sharing, vitality, zeal*.** 
   1. **Select and write down five words that best describe what you value most. Explain why these five words were selected.**
5. **Determining your Passions**: What do you most enjoy doing – in your personal life and work life? Think about the activities, interests, or conversational topics that fascinate and energize you. Your passions make you get out of bed at 6 a.m. on a Saturday morning or get you talking enthusiastically with others. How do your passions converge with what you are best at doing?
   1. Think about your top five passions and write them down. How does each passion coincide with what you do at school or work? (*For example, one of your passions may be helping people. At school and work, this enables you to be a better team player and enables you to be extremely passionate about helping customers.)*
6. **Goals**: Work on projecting what you intend to accomplish so you can put together a strategic action plan to get there.
   1. What are your top goals for the next year, 2 years?
   2. Write them using the SMART format discussed in class.
7. **What are your top brand attributes? What 3 or 4 adjectives best describe the value you offer? What words do you use to define your personality?**

Once you pinpoint what you feel are the right kinds of words, it’s a good idea to consult a thesaurus to precisely nail the exact words. Here are some possibilities, but don’t limit yourself to these:

* *Collaborative, resilient, forward-focused, risk-taking, connected, international, visionary, diplomatic, intuitive, precise, enterprising, ethical, genuine, accessible.*

**10. What are your core strengths or motivated skills?**

In what functions and responsibilities do you excel? For what things are you the designated “go-to” person? What gap would your company be faced with if you left suddenly? The possibilities are endless, but here are a few suggestions:

* *Analyzing, collaborating, leading, delegating, empowering others, forecasting, crunching numbers, anticipating risk, mentoring, visioning, selling, innovating, managing conflict, defining needs, writing, listening, communicating.*

**PART 3: DEVELOP A SWOT ANALYSIS ON YOURSELF**

**1. Do a SWOT analysis (Strengths – Weaknesses – Opportunities – Threats)**

Strengths and weaknesses are internal and speak to your potential value to an employer. Opportunities and threats are external, and help you foresee what you’re facing in next career steps.

SWOT is an invaluable personal branding exercise that also helps prepare you for interviewing and future career growth and stability. List 7 for each.

**2. What is your competitive advantage?**

Create your personal brand messaging around what keywords and content will attract future employers. What makes you different than “the other guys”. Why will employers want “you” vs. the competition. What is it about you that makes you the best hiring choice? What added value do you bring to the table that no one else does?

**PART 4: LINKEDIN PROFILE**

**Build a LinkedIn Profile reflecting your personal brand: send me an invite to connect with you.**