

# BUILDING A PERSONAL BRAND

## THINKING PLAYBOOK

MY NAME \_\_\_\_\_

DATE \_\_\_\_\_





# #1 FIND YOUR UNIQUE VALUE, NICHE, VOICE

**WHAT AREAS INTEREST ME THE MOST?**

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_
- 3. \_\_\_\_\_  
\_\_\_\_\_

**WHAT AREAS AM I STRONGEST IN?**

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_
- 3. \_\_\_\_\_  
\_\_\_\_\_

**WHAT IMPACT DO I WANT TO GENERATE?**

- 1. \_\_\_\_\_  
\_\_\_\_\_
- 2. \_\_\_\_\_  
\_\_\_\_\_
- 3. \_\_\_\_\_  
\_\_\_\_\_

**WHAT ARE MY CAREER GOALS - WHERE DO I WANT TO BE IN:**

**1 year:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**5 years:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**10 years:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**WHAT DO I NEED TO LEARN, TRY ETC. TO ACHIEVE THESE GOALS?**

**1 year:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**5 years:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**10 years:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# # 2 IDENTIFY YOUR IDEAL "LISTENER"

**WHO (WHAT KIND OF PEOPLE AND ORGANIZATIONS) CAN BENEFIT FROM MY SKILLS AND EXPERIENCES?**

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**WHO (WHAT KIND OF PEOPLE AND ORGANIZATIONS) RESONATES WITH MY CORE VALUES AND MY STORY?**

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# #3 REMEMBER "LESS IS MORE"

Determine what i want to be known / recognized for. What do I want to grow into as a professional and a human-being? How (in what areas) do I wish to impact my life, people around me and the world?

## TOP 3 IMPACT AREAS IN MY LIFE AND CAREER:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

ELIMINATE THE NOISE

WHAT ACTIVITIES , NETWORKS, COMMITMENTS, EVENTS, PROJECTS ETC. **DO NOT CONTRIBUTE** TO MY GROWTH AND GOALS? WHAT SHOULD I STOP FOCUSING MY TIME AND RESOURCES ON?

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WHAT ACTIVITIES , NETWORKS, COMMITMENTS, EVENTS, PROJECTS ETC. **STRONGLY CONTRIBUTE** TO MY GROWTH AND GOALS? WHAT SHOULD I FOCUS MY TIME AND RESOURCES ON?

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# #1 YOUR NETWORK IS YOUR NET WORTH

## WHAT KIND OF PEOPLE I NEED TO CONNECT WITH?

- What kind of companies (startups, public sector, communities, corporates)?
- What industry (education, IT, media etc.)?
- What titles (marketing experts, decision-makers, engineers, professors etc.)?

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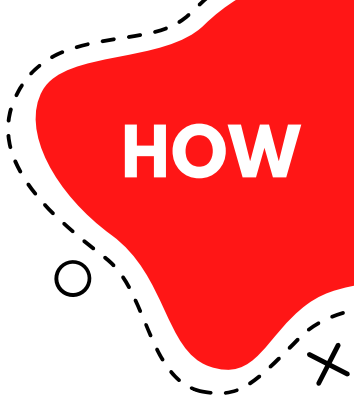
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## USEFUL CHECKLIST

- Schedule time to network: plan your activities where networking is enabled
- Connect with minimum 5 valuable connections weekly
- Ask for referrals and recommendations on a weekly basis
- Explore online groups and networks within your industry / focus area
- Nurture your network by sharing valuable content or updates
- Think what you can bring to the table as networking is a two-sided road
- Participate in discussions, comment posts, endorse colleagues etc.
- Explore events, webinars, networking meetups etc.
- Leverage platforms like LinkedIn, Meetup.com, Building Bridges, Slack communities
- Utilize Search section on LinkedIn to connect with relevant people and companies
- Tag relevant people on your posts/content to get extra visibility
- Think of ways to stand out (signature, visual identity, biz cards etc.)
- Leverage volunteering for the cause you care as a way to expand network
- Look into the local startup scene and entrepreneurial communities
- Follow industry experts and gurus to learn from and engage with



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AUDIT FOR YOUR PROFILE! LINK**



# #2 PICK YOUR "DIGITAL BATTLEFIELDS"

**WHAT DIGITAL CHANNELS DO I UTILIZE (SOCIAL MEDIA, BLOGS, WEBSITES, SLACK ETC.)**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_

**WHAT PURPOSE DO THESE CHANNELS SERVE (PERSONALLY AND PROFESSIONALLY)?**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_

**THROUGH WHICH CHANNELS CAN I BEST REACH MY AUDIENCE (IDEAL "LISTENER")?**

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**WHAT SHOULD I STOP USING?**

- check out saymine.com
- check out conversation prism

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# #3 LIMIT AND PERFECT THE SET OF TOOLS

## WAYS TO GROW AND STRENGTHEN MY BRAND. WHAT WORKS FOR ME?

- Writing and sharing written content
- Visual storytelling
- Running a blog on social media
- Public speaking
- Educating, coaching, mentoring
- Podcast
- Collaborating with peers
- Embracing networking
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## MY PORTFOLIO

What elements does my portfolio have? CV, website, LinkedIn, Twitter, business card, blog, video, physical prototype, smth entirely different?

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## MY DIGITAL AND VISUAL IDENTITY

Do I use the same core message across various channels in my portfolio? Do I have similar photos, colors, texts, keywords, references? Is everything consistent across all channels?

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## ADDITIONAL TOOLS

Can I and should I leverage digital tools to help grow my audience and brand awareness? (examples: Canva, Wix, Filmora, Dux-Soup, Planoly etc.)

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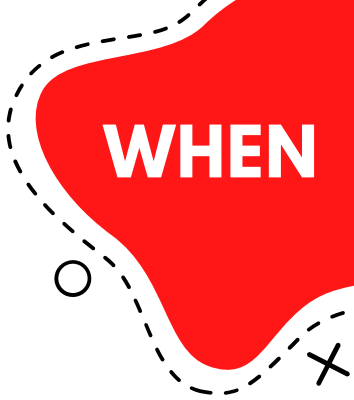
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# #1 WHEN TO SAY "YES", WHEN TO SAY "NO"

WHAT ACTIVITIES , NETWORKS, COMMITMENTS, EVENTS, PROJECTS ETC. **DO NOT CONTRIBUTE** TO MY GROWTH AND GOALS? WHAT SHOULD I STOP FOCUSING MY TIME AND RESOURCES ON?

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WHAT ACTIVITIES , NETWORKS, COMMITMENTS, EVENTS, PROJECTS ETC. **STRONGLY CONTRIBUTE** TO MY GROWTH AND GOALS? WHAT SHOULD I FOCUS MY TIME AND RESOURCES ON?

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# # 2 BRAND IS BORN THROUGH CONSISTENCY



## MY WEEKLY PLANNER (ACTION STEPS TO STRENGTHEN MY BRAND)

Monday

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Tuesday

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Wednesday

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Thursday

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Friday

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# CREATIVE EXERCISE

**\*\*\* CREATE A WORD CLOUD OF ASSOCIATIONS AND KEYWORDS ON "HOW DO I WANT OTHERS TO PERCEIVE ME"?**

(example: professional, fun, inventive, easy going, fast-learner, always wearing red, helpful, social, bold, well-connected, startup-minded and so on... )?

