
Personal Branding Audit

Brand Identity

- What is your passion and professional direction?

- What are your values? What do you stand for?

- Can your skills and previous experience be identified by others? Do you stand out? How?

- What differentiates you?

- What are career goals?

- Can you identify three steps that will be helpful in getting yourself there?

Reputation

- Are you known? And to whom?

- How would classmates/colleagues/friends describe you?

- How do you want to be perceived?

- What are your core strengths?

Visibility

- Have you got followers? If so, who do you want to add to the list?

- Who currently knows about your skills, experience, interests and values?

- What audiences do you want to raise your profile with and target?

- How do you express yourself professionally?

- Who are you competing with? (other courses)

- What are your short term goals over the next 3 months?

- What are your long term goals over the next 9- 12 months?

Personal Branding – A Plan in 3 Pillars

Pillar 1: Building a Basic Brand – Looking the part

Build an online presence that reinforces and does justice to you :When someone looks you up online, they need to see a strong presence.

Define Yourself and Your Personal Brand

Create your own personal brand online by identifying the unique elements that make you.

Who should hear about you?

Write down the names of 5 organisations that would be helpful for your development:

Showcasing your skills and accomplishments. What do they need to know?

What are your areas of expertise and experience (both past and in development? Don't be a jack of all trades!

Building an Online Presence That Reflects You and Your skills

When choosing which platforms to build out for your personal brand, I would suggest that you select at least 2 – 3 from the list below. Identify some ideas re: how you might better engage with each of these:

- Personal Website

- LinkedIn

- Twitter

Pillar 2: Effective Personal Branding by Strategically Building an Audience

Determine the gatekeepers of your opportunities. Start with who you know

- Who is your target audience?

- Where are the best places to connect with these people?

- What kind of content interests them?

Pillar 3: Nurturing your audience for personal branding opportunities

1. Outreach

This refers to contacting people, organisations that you think would be interested in you and what you have to offer professionally. Outreach can range from tweeting at someone, to sending a message on LinkedIn, to emailing etc. What are the outreach activities that you can engage in:

2. Networking

When done well, networking is about making a sincere connection with another person that can then develop into a mutually beneficial relationship. Identify 3 people that are not currently in your network that would be of value:

3. Nurture existing audience

Encourage existing audience to engage more frequently with you. How might you do this?

4. Expand your audience

How can you do this?

Personal Branding SWOT Analysis

What are 5 words you want to be known for?	What do those words mean to you?	What are some actions you can take every day that connect you back to your words?
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.
5.	5.	5.

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SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

Goal Setting

SMART goals are SMART: Specific Measurable Achievable Relevant Time-bound

SMART Development Goal No. 1:

Action steps:

Timeframe:

Obstacles:

Resources:

Evidence of Success:

Goal Setting

SMART Development Goal No. 2:

Action steps:

Timeframe:

Obstacles:

Resources:

Evidence of Success: