

Personal Brand

CHECK LIST

- DISCOVER YOUR WHY: DEFINE YOUR PURPOSE
- IDENTIFY YOUR CORE VALUES
- CREATE A MISSION STATEMENT
- OUTLINE YOUR VISION FOR THE FUTURE
- HOW: HOW YOU BRING YOUR PURPOSE TO LIFE
- WHAT: DEFINE YOUR PRODUCTS OR SERVICES
- SWOT ANALYSIS
- UNDERSTAND YOUR TARGET AUDIENCE
- DEVELOP DETAILED USER PERSONAS
- DEFINE SMART GOALS
- CREATE YOUR PERSONAL BRAND CANVAS
- MAKE YOUR MARKETING AND SALES FUNNEL
- ALIGN YOUR IMAGE TO YOUR PERSONALITY
- DEFINE YOUR COMMUNICATION STYLE