

Personal Brand Persona Worksheet

Instructions: Use this worksheet to identify and articulate your personal brand. Fill in each section thoughtfully to develop a clear and cohesive personal brand persona.

1. Self-Discovery

-Values: What are your core values that guide your actions and decisions?

- Example: Integrity, Creativity, Empathy

- Your Values: _____

- Passions: What activities or topics are you passionate about?

- Example: Fitness, Technology, Environmental Sustainability

- Your Passions: _____

- Strengths: What are your key strengths and skills?

- Example: Public Speaking, Writing, Analytical Thinking

- Your Strengths: _____

2. Unique Selling Proposition (USP)

- What makes you unique? Describe what sets you apart from others in your field.

- Example: "I combine technical expertise with a creative approach to solve complex problems."

- Your USP: _____

- What value do you offer to others? Explain how your skills and strengths benefit others.

- Example: "I help small businesses grow their online presence through strategic digital marketing."

- Your Value: _____

3. Brand Goals

- Short-term Goals: What do you want to achieve in the next 6-12 months?

- Example: Gain 1,000 followers on LinkedIn, Publish 10 articles on industry topics

- Your Short-term Goals: _____

- Long-term Goals: What are your career or personal branding goals for the next 3-5 years?

- Example: Become a recognized thought leader in digital marketing, Secure speaking engagements at major conferences

- Your Long-term Goals: _____

4. Target Audience

- ****Who is your ideal audience?*** Describe the demographics and psychographics of the people you want to reach.

- Example: Small business owners aged 30-50, interested in digital marketing and business growth

- Your Target Audience: _____

- What are their needs and challenges? Identify the problems or needs your audience has that you can address.

- Example: Need effective marketing strategies, Struggle with social media engagement

- Audience Needs and Challenges: _____

5. Brand Messaging

- Core Message: Summarize your brand's main message in one or two sentences.
 - Example: "I empower small businesses to achieve online success through tailored digital marketing strategies."
 - Your Core Message: _____
- Tagline: Create a catchy and memorable tagline that encapsulates your brand.
 - Example: "Transforming Online Presence, One Strategy at a Time"
 - Your Tagline: _____

6. Visual and Voice

- Visual Style: Describe the visual elements that represent your brand (colors, fonts, imagery).
 - Example: Bold colors, Clean and modern fonts, Professional headshot
 - Your Visual Style: _____
- Brand Voice: Define the tone and style of your communication (friendly, professional, authoritative).
 - Example: Friendly yet professional, Clear and concise, Positive and encouraging
 - Your Brand Voice: _____

7. Content Strategy

- Types of Content: What kind of content will you create to showcase your brand? (blogs, videos, podcasts, social media posts)
 - Example: Weekly blog posts on industry trends, Monthly video tutorials, Daily social media tips
 - Your Content Types: _____
- Content Schedule: How often will you publish content?
 - Example: Blog posts - once a week, Social media posts - daily, Videos - once a month
 - Your Content Schedule: _____

Review and Reflection:

- Consistency: Ensure your personal brand persona is consistent across all platforms.
- Adaptability: Be ready to adapt your personal brand as you grow and as your goals evolve.

By completing this worksheet, you've laid a solid foundation for your personal brand. Use this information to guide your online presence and interactions, helping you build a strong and authentic personal brand on social media.