

Personal Brand Legacy Planning Template

Introduction:

- Use this template to define the legacy you want to leave behind with your personal brand. This template will help you identify your core values, long-term goals, and the lasting impact you want your brand to have.
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1. Define Your Core Values

- What are the 3-5 core values that define your brand?
 - Value 1: _____
 - Value 2: _____
 - Value 3: _____
 - Value 4: _____
 - Value 5: _____
 - How do these values reflect in your daily actions and decisions?
 - _____
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2. Identify Your Long-Term Goals

- What are your 1-year, 5-year, and 10-year goals for your personal brand?
 - 1-Year Goal:

- 5-Year Goal:

- 10-Year Goal:

- **How do these goals align with the legacy you want to create?**

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3. Define Your Desired Impact

- What impact do you want your brand to have on your industry or community?

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- **How will your brand contribute to this impact?**

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4. Plan for Longevity

- How will you ensure that your brand's message and values endure over time?

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- **What steps will you take to adapt your brand as the industry evolves?**

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5. Establish Your Legacy Statement

- Write a short legacy statement summarizing the lasting impact you want your brand to have.

- "My personal brand will be remembered for _____ and will leave a legacy of _____."

6. Action Steps

- List the immediate actions you will take to start building your legacy:

- Action 1:

- Action 2:

- Action 3:

Review and Reflect:

- How often will you review and update your legacy plan?

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- What milestones will indicate progress toward your legacy?

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Closing Thoughts:

- Reflect on how this legacy plan aligns with your overall life goals.

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This template can help readers systematically approach legacy planning for their personal brand, ensuring that their efforts today contribute to a meaningful and enduring impact in the future.

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