

MARKETING OVERVIEW WORKSHEET FOR PERSONAL BRANDS

Your name: _____ Date: _____

Category	Strategy Answers
My reason for existence?	
What sets apart from other professionals in my industry?	
My ideal employer is?	
What's most important to my ideal employer when they are making a hiring decision?	
What I want to accomplish this year?	
The top 3 things that are going to help me accomplish those goals?	
How much will each thing contribute to my career development?	
What will trigger my ideal employer to think of me?	
Things I am doing to reach my goals?	
How much time, training, resources will I need to accomplish my goals?	