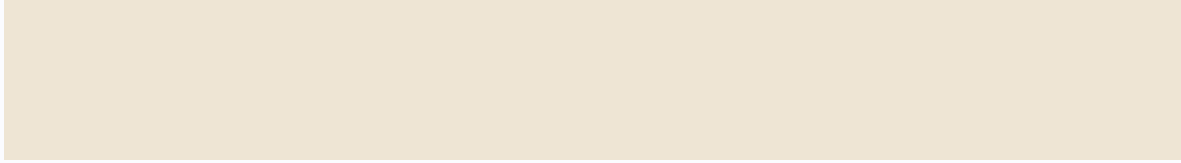


# Personal Branding: Worksheet

DESCRIBE WHERE YOU ARE IN YOUR CAREER RIGHT NOW.

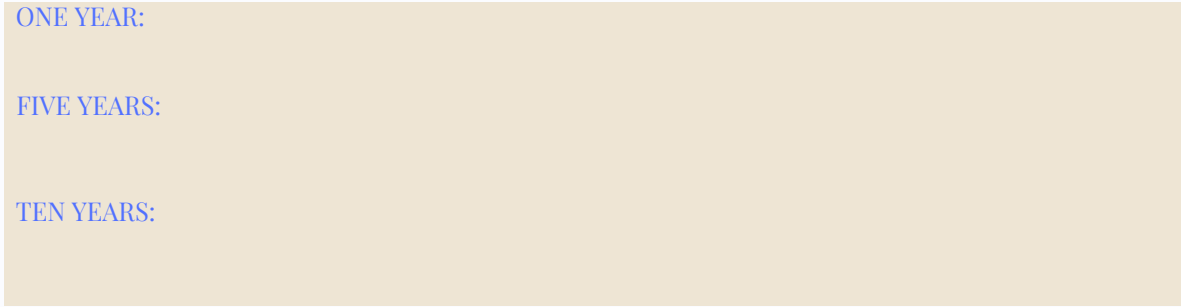


DESCRIBE WHERE YOU WANT TO BE IN...

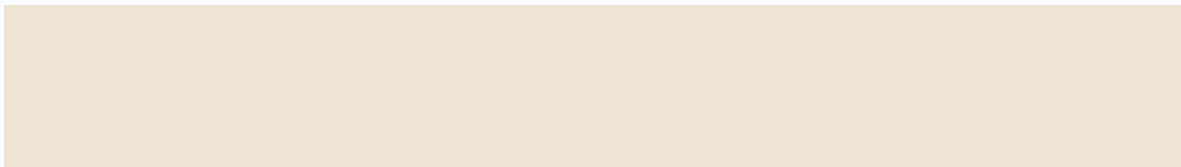
ONE YEAR:

FIVE YEARS:

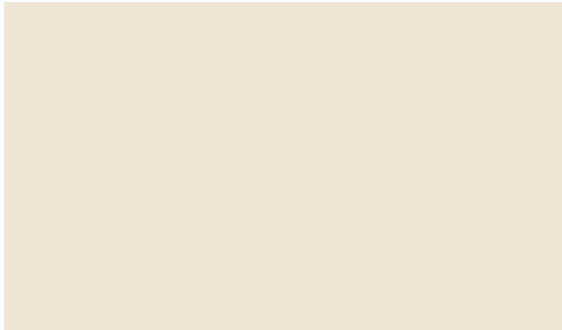
TEN YEARS:



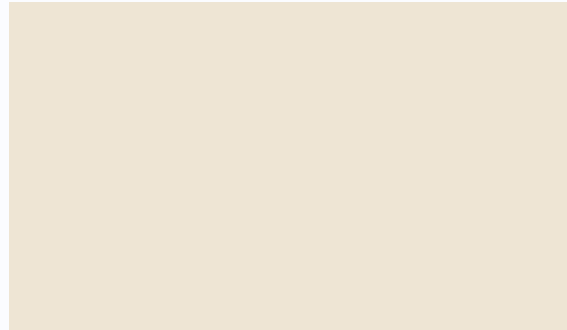
WHAT OBSTACLES COULD GET IN THE WAY OF YOU ACHIEVING YOUR GOALS?



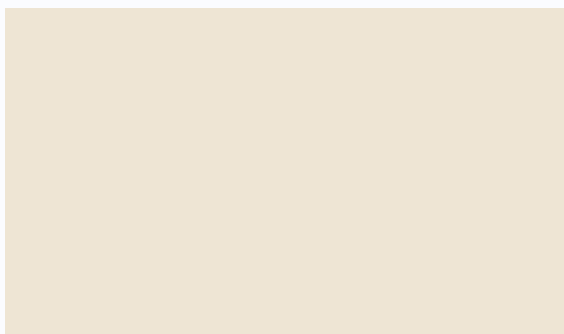
SKILLS YOU **ALREADY HAVE** IN ORDER TO  
ACHIEVE YOUR GOALS:



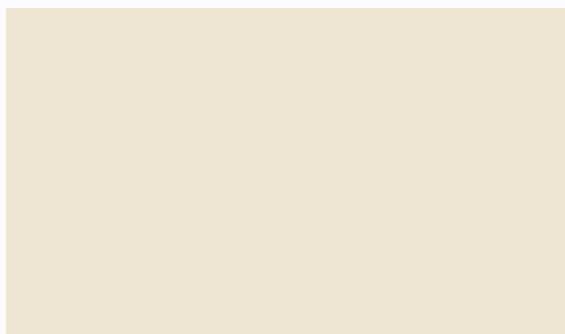
SKILLS YOU STILL **NEED TO HAVE** IN ORDER TO  
ACHIEVE YOUR GOALS:



HOW ARE YOU DIFFERENT FROM EVERYONE ELSE?




WHAT DO YOU WANT TO BE KNOWN FOR?



# Personal Branding: Worksheet

NOW IT'S TIME TO WRITE YOUR **PERSONAL BRANDING STATEMENT**. THIS STATEMENT IS YOUR WAY OF COMMUNICATING TO OTHERS IN 2 SENTENCES WHAT YOU ARE KNOWN FOR. KEEP THIS HANDY FOR WHEN THE TIME COMES TO WRITE THE SUMMARY STATEMENT FOR YOUR RESUME AND BRAINSTORM YOUR ELEVATOR PITCH FOR INTERVIEWS.



HOW WILL YOU FULLY EMBRACE AND FURTHER DEVELOP YOUR PERSONAL BRAND MOVING FORWARD?



EXTRA NOTES:

