

# CORE VALUES

Why are you doing this?

What do you care about? What causes?

# CORE COMPETENCIES

What are the 3-5 qualities you'd like people to think of when they encounter your personal brand?

**STRENGTHS**

**WEAKNESS**

**EXPERT STATUS**

# PERSONALITY

Who are you? How do you inspire people?  
Who do you inspire to be like?

**CHARACTER**

**TYPE OF LEADER**

**CELEBRITY METAPHOR**

# BRAND ATTRIBUTES

What do you want to be associated with?  
What are the 3-5 qualities you'd like people to think of  
when they encounter your personal brand?

**ASSOCIATIONS**

**PERSONAL IMAGE**

**RELATIONSHIP IMAGE**

# BRAND PROMISE

What will you bring of value?

**ASSOCIATIONS**

**PERSONAL IMAGE**

**RELATIONSHIP IMAGE**

# AUDIENCE IDEAS

What are some top ideas to contribute to your target audience