

Personal Brand Worksheet

Identify what's important to you:

How would you like to be described when you leave the room? Write as many words down as possible.

Thinking of a tough situation and decision you had to make, what was the founding values on which you based that decision?

What's important to others:

What do you do better than others?

What's your craft?

What drives you to do your craft well?

Your personal brand promise:

Distill it down to the most important pieces. For example:

I will _____ and _____ by using _____ so that you can _____

Who are you talking to?

List out your audience - be specific.

Roof:
Your personal brand promise

Goal:

Inform/educate

Guide/inspire

Conversion

Audience:

Audience A

Message

Foundaton 1:
Your Value Proposition

Foundation 2:
Evidence/Proof

Story telling frameworks:

The Hero's Journey - Growth, Transformation, Overcoming challenges:

- The Ordinary World: We meet our hero.
- Call to Adventure: Will they meet the challenge?
- Refusal of the Call: They resist the adventure.
- Meeting the Mentor: A teacher arrives.
- Crossing the First Threshold: The hero leaves their comfort zone.
- Tests, Allies, Enemies: Making friends and facing roadblocks.
- Approach to the Inmost Cave: Getting closer to our goal.
- Ordeal: The hero's biggest test yet!
- Reward (Seizing the Sword): Light at the end of the tunnel
- The Road Back: We aren't safe yet.
- Resurrection: The final hurdle is reached.
- Return with the Elixir: The hero heads home, triumphant.

The Three-Act: Setup > Confrontation > Resolution

FAB: Features, Advantages, Benefits

Problem – Agitate – Solve: Identify, Agitate, Solve

AIDA:

Attention – Get the reader's attention

Interest – Interesting and fresh information that appeals to the reader

Desire – Benefits of your product/service/idea and proof that it does what you say

Action – Ask for a response

Before – After – Bridge:

Before – Here's your world ...

After – Imagine what it'd be like, having Problem A solved ...

Bridge – Here's how to get there.

What - So What- Now What:

What is it that you need, or what is happening?

Why is it important/significant

What is the next step or action.

Pixar Pitch:

Once upon a time

Every day

One day

Because of that

Until Finally

Ever since then

Doriena Parsons GAICD, CPM

+61(0) 459227970

Doriena.parsons@gmail.com

Scan the QR code to connect with me on LinkedIn

