

Writing Your Personal Brand Statement

Personal brand components:

- Personal story – who are you?
- Unique qualities and skills – what sets you apart?
- Personal values – what’s important to you?
- Point of view – how do things look from where you’re sitting?

Describe yourself...

As a person

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As a professional

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Distinctive core competencies

A fancy way of saying what you’re *really* good at

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What do you love about what you do?

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Who will benefit from what you offer?

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Start your draft statement below:

Edit, edit, edit. Solicit feedback from your colleagues and friends. Refine. Repeat.