

Building Your Personal Brand:

What Components Make Up Your Brand?

Affiliations:

Communities, schools, organizations

Personality, Style:

Preferences, demeanor, traits, behaviors

Strengths:

What you love doing, what energizes you

Values, Beliefs:

Guiding principles

Skills:

What you're good at, or trained in, doing

Experience, Upbringing:

Professional and personal past



Your Draft Brand Statement: