

Building Your Personal Brand:

*How Do Others Perceive Your Brand?*

	How I think my brand is perceived	How I would like my brand to be perceived	How my brand is actually perceived by others	What's the gap in perception?	What can I do to improve my brand?
<b>My Personal Brand</b>					
<b>My Professional (Work or School) Brand</b>					

**What is the NEXT action step** you need to take to build your brand more intentionally?

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Your deadline: \_\_\_\_\_ Who can help? \_\_\_\_\_

*"The keys to brand success are self-definition, transparency, authenticity and accountability."* – Simon Mainwaring