

Ep 3: What is Personal Branding and Why Do I Need to Work on Mine?

Personal Brand Audit

- Outline your Personal Brand, which consists of:
 - Characteristics: Your personal features and natural tendencies.
 - Appearance: How you physically and verbally show-up and the perception this has.
 - Behaviors: How you act or conduct yourself towards others.
 - Actions: What you physically do to achieve an aim.

Download the *Personal Brand Worksheet* to guide you in the process.

- Now, consider:
 - How is your PB translating to a screen presence?
 - Do Zoom calls make you nervous?
 - Are you communicating clearly and effectively?
 - What parts of your PB need to be addressed now that you/your team/customers are more remote?
 - Have you given up on your appearance which is now impacting other parts of your PB?
 - Are you having trouble being alone?
 - Are you letting someone else define your PB?
 - Are moments-in-time (i.e. bad day, off-handed remark at a meeting, etc.) impacting your reputation?
 - Are there stories out there about you that aren't really true?
 - Are you achieving the success you desire?
 - Is your PB aligned with what others expect from you and your role?
 - Are you getting and listening to actionable feedback about your PB?

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete