

# PERSONAL BRAND WORKBOOK

Creating The Foundation  
For Your Personal Brand

*Adedoyin*  
JAIYESIMI

# YOUR PERSONAL BRAND VISION

WHAT DO YOU WANT TO BE KNOWN FOR?

WHAT DO YOU WANT TO ACCOMPLISH WITH YOUR PERSONAL BRAND?

WHICH EXISTING PERSONAL BRAND(S) DO YOU WANT TO USE AS A BENCHMARK FOR YOURS?

# YOUR PERSONAL BRAND STORY

WHAT PROBLEM ARE YOU SOLVING?

WHAT CHALLENGES HAVE YOU OVERCOME?

WHAT KEY LESSONS HAVE YOU LEARNT SO FAR IN YOUR JOURNEY?

# YOUR MESSAGE

WHAT ARE YOU PASSIONATE ABOUT?

WHO DO YOU HELP/ WANT TO HELP (YOUR TARGET AUDIENCE)?

WHAT KEYWORDS DO YOU WANT PEOPLE TO ASSOCIATE WITH YOUR BRAND?

FOR EXAMPLE -  
COMMUNICATIONS EXPERT

# SUMMARY

WHERE DO YOU SEE YOUR PERSONAL BRAND IN FIVE YEARS?

SUMMARISE YOUR PERSONAL BRAND STORY

WRITE YOUR KEY MESSAGE IN ONE SENTENCE