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# BUILDING YOUR BRAND

## Personal Brand Audit

Analyzing, understanding, and building a personal brand—no matter what your line of work might be—is a worthwhile endeavor! While reputation is about credibility, your personal brand is what differentiates you from the crowd. It's about how you are viewed and perceived, and the values you convey. When you align those values with actions, it becomes easier to pursue your goals... and achieve, them, too. Use this guide to get started on your own personal brand audit!

**1. Describe what you do (business or otherwise) in three sentences.**

**2. Make a list of 5-7 words that you believe are your core values.**

**3. What do you feel confident doing?**

**4. What do you need support doing? What parts of your line of work cause you the most stress?**

**5. Take stock: how does what you're doing actually connect with the answers to the questions above? Consider your physical environment, website, Zoom background, social media presence, etc.**

**6. Make a list of all your personal "touchpoints," or how you interact with the public in your line of work. Be thorough!**

**7. Refer to the list you just created: give yourself a 🌟 for the items you're proud to share, and a circle for the items that need a refresh or an edit.**

**8. How do you build consistency into your touchpoints? How can you *improve* consistency into your touchpoints?**

**9. What can you do to strengthen how you interact with others through your core values?**

**10. What opportunities do you think would help you to strengthen your personal brand? Include everything you can think of, even if time and money might make that thing difficult.**

**11. Make a list of all the barriers you've experienced (real or perceived) to strengthening your personal brand.**

**12. Consider your online presence: is there clear information available about who you are and what you do?**

**13. Is your contact information front and center? If no, how can you adjust this?**

**14. Look at the big picture of your profile page. Do you like what you see? What stands out? Does it represent you and your brand/business?**

## 15. What can you do to create more connection with others?

**Make a list of three action items you can commit to doing right now that will address an area of weakness, neglect, or aspiration. Make sure your items are measurable and specific. Once you've completed the steps necessary to complete those action items, consider a new list of three items. Repeat.**

# Resources

You don't necessarily have to have a giant budget to build your personal brand! Look at helpful options that support your core values, your intentions, and your budget.

Canva.com

Filmora Go

*Brand Chemistry* by Laura Beuparlant

*StoryBrand* by Donald Miller

*Brand Thinking* by Debbie Millman

*The 22 Immutable Laws of Branding*  
by Al Ries and Laura Ries

*Sticky Branding: 12.5 Principles to Stand Out, Attract Customers & Grow an Incredible Brand* by Jeremy Miller

*Purple Cow* by Seth Godin

*Delivering Happiness: A Path to Profits, Passion, and Purpose* by  
Tony Hsieh

*Creativity, Inc.: Overcoming the Unseen Forces That Stand in the  
Way of True Inspiration* by Ed Catmul

