Over the past few years, I've worked with many people to help them gain confidence in business and social settings, including public speaking. I've learned that anxiety of leaving a bad impression can go away when you are confident that you are projecting your desired image. But a lot of people have never thought about their desired image, and the impression they want others to have, which is an essential part of your personal brand.

The attached worksheet was developed to help you define your personal brand and what it will look like to others. You'll complete it during the workshop, but it helps to look it over before the workshop begins and to start thinking about your core values and how you want others to view you.

If you are ever in need in any additional help, please feel free to reach out to me using the links below.

Best wishes,

Dina Schmid
# Personal Brand Worksheet

Use this worksheet to gain clarity on how to build your personal brand by projecting your desired image.

## My core values:

<table>
<thead>
<tr>
<th>My signature outfit</th>
<th>The etiquette I use every day</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Conversations and presentations</th>
<th>Body language and facial expressions</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Email and other communication</th>
<th>My online presence</th>
</tr>
</thead>
</table>

I will support that image through:

I want people to describe me as:
Personal Brand Worksheet

Core values are what you stand for; they are what you value in yourself others. When it comes to defining your personal brand, there are no "right" or "wrong" values, but rather what is right for you. Some possible values are below but feel free to add your own.
Personal Brand Worksheet

Choose how you want others to describe you:

Authentic  Responsive  Relatable  Charming
Confident  Inspirational  Open minded  Decisive
Professional  Assertive  Articulate  Diplomatic
Kind  Poised  Prepared  Straightforward
Humorous  Relaxed  Authentic  Helpful
Excited  Dynamic  Polite  Fearless
Laid-Back  Focused  Dominant  Bright
Friendly  Analytical  Trustworthy  Diligent
Knowledgeable  Exuberant  Good Storyteller  Hardworking
Expressive  Dedicated  Courageous  Sincere
Inquisitive  Passionate  Persistent  Talented
Faithful  Smart  Empathetic  Proactive
Casual  Well spoken  Passionate  Loyal
Enthusiastic  Strategic Thinker  Rational  Versatile
Intelligent  Visionary  Creative  Energetic
Prepared  Compassionate  Sincere  Thorough
Entertaining  Decisive  Witty  Cheerful
Easy-going  Generous  Nonjudgmental  Amusing
Giving  Clever  Ambitious  Witty
Courteous  Enthusiastic  Devoted  Focused
Respectable  Easygoing  Unique  Silly
Full of Vitality  Spiritual  Honorable  Bold
Humorous  Full of Integrity  Patriotic  Impartial
Engaged  Humble  Peaceful  Colorful

Notes

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