

DISCOVERING YOUR BRAND

This worksheet provides a way to record your difference making **strengths**, **skills**, and **values** that form the basis of your personal brand.

A) **Strengths:** (something that comes naturally to you)

- 1) _____
- 2) _____
- 3) _____

B) **Skills:** (something that you have learned)

- 1) _____
- 2) _____
- 3) _____

C) **Values:** (principals that are important to you)

- 1) _____
- 2) _____
- 3) _____

D) **Action Word:** (best describes how you create value)

- 1) _____
- 2) _____
- 3) _____

E) **Brand Statement:** (~10 words starting with an **action word** describing how you create value)
