

CareerAdvisor

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Action planning worksheet

Building your personal brand

Each interaction is an opportunity to build your brand and increase your visibility and credibility. Everything that surrounds you says something about who you are, so now is the time to take control of the impressions you make in person, on paper, and online.

Consider the activities and questions below to help you make your mark and build your personal brand.

- What experiences and skills do I need to develop?
- What are the challenges I should pursue?
- What relationships should I build?

Actions I will take to build my brand:

In person



Create an elevator pitch so I can clearly convey the essence of who I am.

Use stories that allow me to demonstrate my passions and values during conversations and show my unique personal brand.

On paper



Revisit my resume so it tells the story of who I am rather than just listing what I've done.

Infuse my personality into my written communications, such as emails, cover letters, thank you letters, and other correspondence.

Online



Search myself online to make sure my online brand is consistent with my real world brand.

Build a LinkedIn profile that provides a complete picture of me and allows me to network with those who can help me reach my goals.