



x



## Personal Brand Checklist

### What do you know with a level of authority?

- Your level in relation to others
- Towering skill set
- Secondary skill sets
- Skills you acquired during pandemic

### What do you offer to others?

- Category, topic, skills, methods, tools
- intangibles: capabilities and soft skills

### Who are you trying to influence?

- Workplace or community stakeholders

### What do they need that you can provide?

- Articulate their problem and your solution

### What is your visual identity? (go ahead and mood board)

- Color palette, fonts, photography, style

### What is your digital presence?

- Website
- Social media platforms

### What is your voice?

- What do you stand for?
- How do you say it?

### Use your voice:

- Sharing content
- Creating thought pieces
- Creating community

### Who can cheerlead for you?

- Endorsements
- References

### Gather feedback and refine

- What is resonating with others?
- How can you further refine your brand?