

Develop Your Personal Brand Example

FUTURE STATE		
<p>DESIRED OUTCOMES:</p> <ul style="list-style-type: none"> • Mentorship success stories • Peer group engaged • Service learning program participation 		
<p>POSITIONING STATEMENT</p> <p>To be a value-added source for others by leveraging my talents and network in service as a mentor and leader while growing my thought leadership and brand equity.</p>	<p>ASSETS</p> <ul style="list-style-type: none"> • Professional summary developed based upon my story • Depth of expertise within a niche specialization • Importance of this niche specialization to the market • Medium-sized, engaged network 	<p>CHALLENGES</p> <p><i>INTERNAL</i></p> <ul style="list-style-type: none"> • Concept of personal branding is new to me • Time (already overcommitted) • Lack of consistent messages on social media • Personal branding activities tactical, not strategic or connected • Desired personal branding position not defined in measurable terms <p><i>EXTERNAL</i></p> <ul style="list-style-type: none"> • Competition in job market (need to stay current with job market and service learning practices) • Local networking opportunities • Lack of network diversity • Strategy and diversity of mentors
<p>AUDIENCE/TARGET MARKET</p> <p>Peers</p> <ul style="list-style-type: none"> • Inspire service • Build and leverage network <p>Corporations</p> <ul style="list-style-type: none"> • Thought leadership • Volunteer coordination of service learning programs 	<p>GOALS</p> <ul style="list-style-type: none"> • Grow thought leadership reach • Elevate brand awareness regionally • Design and implement a personal brand development plan • Enrich existing relationships and increase breadth of my network 	<p>TACTICS</p> <ul style="list-style-type: none"> • Update my brand identity • Refine value proposition, messaging and elevator pitch • Create messaging action plans for targeted individuals • Create brand development plan with timeline • Identify appropriate benchmarks

Develop Your Personal Brand Template

FUTURE STATE		
DESIRED OUTCOMES: <hr/> <hr/> <hr/>		
CURRENT STATE		
POSITIONING STATEMENT <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	ASSETS <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	CHALLENGES <i>INTERNAL</i> <hr/> <hr/> <hr/> <hr/> <i>EXTERNAL</i> <hr/> <hr/> <hr/> <hr/>
STRATEGY		
AUDIENCE/TARGET MARKET <hr/> <hr/> <hr/> <hr/> <hr/>	GOALS <hr/> <hr/> <hr/> <hr/> <hr/>	TACTICS <hr/> <hr/> <hr/> <hr/> <hr/>

TUESDAY *Strong*