

# The Art of Self-Branding Worksheet

I started The Art of Self-Branding to help others with their personal brand, and now this worksheet will help you put those ideas into practice!

This is a companion piece to the Art of Self-Branding series on <http://www.lealea.net/blog/>  
Please visit the website for more details!



## Part One: Pretend You're An Amnesiac

Name	Relationship	Time Known	Adjectives

### What's a Brand?

A brand is a perception of value formed in the minds of people about a company's leaders, culture, products, and services. This perception is formed at every point where customers interact with the company, from the wording of advertising copy, to the quality of services and products offered, to the type of people hired, right down to what furniture is in the waiting room.

### The Questions:

- Who am I?
- What am I?
- Where am I?
- Who are you?
- How'd I get here?

## Part Two: Become an Environmentalist

Companies	Slogans	Other
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

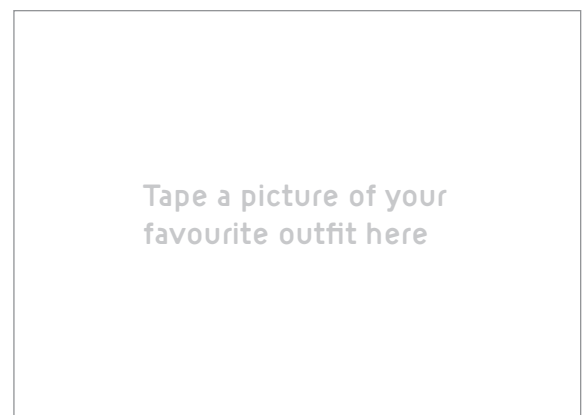
### The Habits

- Recycle
- Reduce
- Recover
- Reuse

### Final Tips\*

- Check old/rejected concepts, fonts, drafts, experiments
- Logotypes are just as powerful as iconographic logos
- Go through the files (paper or digital) and look for common threads in the way you work, adjectives that are true and descriptive
- Once you're done looking at all those files, and you have a pile of adjectives that describe your work (or how you work with people), try rewriting it as a 500-word essay. Then a 100-word bio. Then a 50-word blurb. Then a 10-word tagline. What you throw out will expose the core truth of what "is."

\* Courtesy of AJ Kandy  
<http://kingmarketing.ca/weblogs/ajkandy/>



Tape a picture of your favourite outfit here