PERSONAL BRANDING WORKSHEET
Differentiating Your Unique Selling Points

Questions to Ask Others:
• What value do I create for you?
• Why is that so important to you?
• What do I do best?
• How would you describe me to someone using 4 words?

PERSONAL BRAND TEMPLATE:
3-5 catchy words, key attributes that define you OR WHAT YOU DO WELL
_________________, _______________, _______________, _______________, _______________

A compelling short story (in first person) of your accomplishments

__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________
__________________________________________________________________________

Value you provide to others – your point of differentiation (your USP - Unique Selling Proposition)

__________________________________________________________________________

Short, simple and easily understood.

Easily memorized, repeated, your voice

PERSONAL BRAND EXAMPLE:
3-5 catchy words, key attributes that define you / what you do well

My name is Tom Collins. I am an insightful business leader who creates and builds powerful brands, including Frito-Lay and Kraft.

A compelling short positioning story in first person – accomplishment

I have the demonstrated ability to launch innovative solutions that solve customer problems. I am committed to driving growth and generating loyalty.

I led the team that developed the healthy, baked chip products where we captured 10% market share in the first year of introduction.

Value you provide to others – point of differentiation (your Unique Selling Points)

I bring 3 key strengths to the table: a relentless focus on customer needs, the demonstrated ability to bring products to market, and a contagious passion for aligning teams to transform business.
WHERE TO USE YOU’RE BRANDING STATEMENT

- 30-Second Commercial
- 60-Second Commercial (expanded)
- Cover letters
- Resume – Summary Paragraph
- LinkedIn Profile
- Interviewing – Tell Me About Yourself

Sample 30-Second Commercials

Traditional:
Hello! I am Donna Smith and I am an HR professional with over 17 years of experience.

Creative:
Hello! I am Donna Smith and I am an HR professional who builds relationships with business partners to identify and solve human capital solutions.

Traditional:
My name is Ryan Jones. I am a Retail Operations executive. I am looking for position with P&L responsibility for multi-unit operations at the Director or VP level.

Creative:
My name is Ryan Jones. My passion is improving retail operation results in underperforming arenas. I positively impact financial results and make customer satisfaction a point of differentiation.

Traditional:
Good Morning, I am Pete Collins and I was a CPA for DHA Corporation.

Creative:
Good Morning, I am Pet Collins and I save costs and reduce unnecessary expenses through efficient payment processing for top level managers; I am a CPA and my expertise is in executive compensation.