



Personal Branding Brainstorm

What is your goal?

What kind of experience do you want people to have when your name comes up, when they communicate about who you are or what you do?

What do you want to accomplish?

Examples: attracting new clients, larger referral sources, growing your reputation within the industry, reinventing yourself, increasing overall production.

What do you want to be known for?

Examples: a leader and expert in a specific product, delivering excellent customer service, closing in under 30 days, being a consumer advocate

Do your research.

Look at people who motivate and inspire you. What are they doing? Are they writing? Do they have press coverage? What comes up when you google their name or a specific title? Write down what you see (photos, writings) - - anything noteworthy that shows branding work.

Identify your uniqueness and value.

Next, identify your uniqueness and value. Distinction can be the way you think, how you approach work, and your philosophies, style, web presence and career experience.

What do you have to say?

What could you teach?

What can you influence or what would you like to influence?