Writing Your Personal Brand Statement

Personal brand components:
- Personal story – who are you?
- Unique qualities and skills – what sets you apart?
- Personal values – what’s important to you?
- Point of view – how do things look from where you’re sitting?

Describe yourself…

As a person

As a professional

Distinctive core competencies
A fancy way of saying what you’re really good at

What do you love about what you do?

Who will benefit from what you offer?

Start your draft statement below:

Edit, edit, edit. Solicit feedback from your colleagues and friends. Refine. Repeat.