

PERSONAL BRAND CLARITY WORKSHEET (LINKEDIN)

1. Your Personal Brand Statement

In one sentence, who are you, what do you do and who do you do it for?



Example:

"I help early-stage startups grow through strategic digital marketing and storytelling."

Your turn:



I help/provide/support _____ by/through _____
for/in _____.

✓ 2. Your Core Strengths

List your top 3–5 strengths or skills that set you apart.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____



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3. Your Target Audience

Who do you want to reach or attract on LinkedIn? (Choose one or two)

- Recruiters
- Potential clients
- Industry peers
- Employers in a specific field
- Mentors/investors
- Community for thought leadership

 My audience is: _____

4. Your LinkedIn Goals

What are your top 3 goals on LinkedIn?

- ☒ Build visibility / brand awareness
- ☒ Find a job / clients
- ☒ Connect with professionals in my industry
- ☒ Share knowledge and insights
- ☒ Position myself as a thought leader

 My top 3 goals are:

1. _____

2. _____

3. _____

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5. Your Brand Voice

How do you want to come across?

✓ Choose 3–4 adjectives:

- ☐ Friendly
- ☐ Professional
- ☐ Ambitious
- ☐ Creative
- ☐ Knowledgeable
- ☐ Bold
- ☐ Warm
- ☐ Analytical

✍ My brand voice is: _____

6. 3 Topics You Want to Be Known For

Pick 3 things you'd love people to associate with you when they visit your profile or read your posts.

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-
-

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7. Signature Brand Statement

Include:

- Who you are (Name)
- What you do and who you serve
- Vision (Optional)
- Call to action



Sample starter:

My name is **[Name]**, I help **[target audience]** by **[value you provide]**.

Let's connect!



Draft yours below:

