

Guide: Create Your Personal Brand

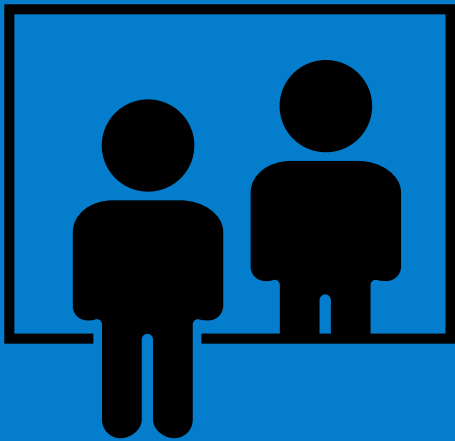
Use it on your resume, LinkedIn, Networking, Interviews, in a box, with a fox, with green eggs and ham (you get the idea!)

Gather resources

Take the free MBTI Assessment (<https://bit.ly/3nN22IX>) and/or the Clifton Strengths Finder (<https://bit.ly/3Wb8V3z>).

STEP
01

CliftonStrengths®



STEP
02

Introspect

Write down your answers to these questions: What do people tend to thank me for? Which of my talents do I feel is most "me?" What motivates me? Ten years from now, what do I want to have contributed to the world?

Brainstorm to find your metaphor

The finished format we're going for is, "Who I am is a [metaphor], who helps people [impact statement]. Ex: "Who I am is a Lighthouse who guides people to safety." Start by writing down all possible metaphors you feel capture the strengths you identified in steps 1 and 2 above.

STEP
03



STEP
04

Brainstorm your impact statement

Next, make a list of the ways you positively impact other people. Draw from your MBTI, Clifton Strengths Finder and reflections in steps 1 and 2 above. Ex: One Clifton strengths is "Relator." The positive impact there could be the ability to relate to people with different opinions or backgrounds.



Write 1st draft

Integrate your favorite metaphor and impact statement from Steps 3 and 4 into a one sentence statement in the form of "I am the [metaphor] who helps people [impact statement]."

STEP
05



STEP
06

Refine and test

Practice saying your Personal Brand Statement out loud. Test it on a buddy. Notice if it feels right. Keep improving one small thing at a time til you feel it's something you could use in an interview.