



# Personal Branding Checklist

Take your time working through this checklist.

Ask people whose opinion you trust to help you complete the various sections.

Remember, your personal brand is your **reputation and promise**. It's **who you are and what you're known for**.

Rachel

## TEN QUESTIONS TO ASK

# PERSONAL BRANDING CHECKLIST

What do stakeholders  
think of you?

How would you describe yourself  
in three words?

What three words would your  
boss/team/partner use to  
describe you?

What image are you projecting  
inside your company?  
And home?

What's the impact of the information above? Is it accurate?

## TEN QUESTIONS TO ASK

# PERSONAL BRANDING CHECKLIST

What are you known for?  
What are your values?

Are you known for what you *want* to  
be known for?

How can you change  
perceptions? What do you need  
to do?

How can you celebrate your  
personal brand and build on the  
strengths?

When will you review what you've discovered?

NOTES

