

Personal Branding Exercise



Fill out this exercise to determine a) what your brand is and b) if it aligns with what you want it to be! Check the box after you've completed each step.

☑ STEP 1: Get started

- Write down 5 words that describe you best.

☑ STEP 2: Get feedback from others

- Write down words that others use to describe you.

- Not sure what they are?

📞 Call 5 people to ask them for their words or phrases.

Bonus: Send out a brief survey to better understand how others see you. This step offers valuable insights. It is fun to know what others' perceptions are and it can help you to see yourself differently. Check out our [instructions and sample survey questions](#).

☑ STEP 3: Review how you present yourself on paper

- Pull out your resume (even an old version) and paste your content into [Tagxedo.com](#).
- Which words stand out? How many of the 5 words appear? Synonyms of the 5?

💡 Have 5-10 extra minutes? Update your resume to showcase your differentiators!

☑ STEP 4: Review your online profiles

- Use [Tagxedo](#) again, this time on your LinkedIn profile.
- Look for those key words again! Not aligned with what you had wanted? Insert some keywords into your LinkedIn summary.

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⌚ **Have 2 extra minutes?** Do the exercise on your entire profile page and separately on the summary portion only (cut & paste text).

▣ STEP 5: Review how you've invested your time

- List recent accomplishments, both personal and professional.

- Re-write your accomplishments with some of the words you listed in Step 1.

- Look for gaps! Which words aren't represented? Go back and reconsider what you've done that would reflect those words.

Figure out how to say no! Review your calendar. Consider how you spend your time and what aspect of your brand each calendar item reinforces. Are there events you could eliminate (or spend less time doing)?

▣ STEP 6: Revisit your positioning

- Identify activities that could reinforce your brand.
Ex) Volunteering events, organization involvement, independent coursework, etc.
