

# 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 five words that describe you best.

## STEP 2: Get feedback from others (short version)

- Write down words that others use to describe you.

- Not sure what they are? Call five people to ask them for their words or phrases.

## STEP 3: Get feedback from others (complete version)

- 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. [Click here](#) for our instructions (found at [bit.ly/External\\_Brand](http://bit.ly/External_Brand)).

## STEP 4: Review how you present yourself on paper / online

### Resume

- Pull out your resume (even an old version) and paste your content into [Tagxedo.com](http://Tagxedo.com).
- Which words stand out? How many of the five words appear? Synonyms of the five?
- Update your resume to include words and phrases that convey your differentiators.

### LinkedIn

- Use [Tagxedo](http://Tagxedo.com) 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 and update your position descriptions.

# Personal Branding Exercise



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

- List recent accomplishments, both personal and professional.

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

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

**Extra credit: 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, work assignments, independent coursework, etc.*

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