

# Personal Brand Worksheet

Your personal brand is what represents who you are, amplifies what you believe in, and what you want to be known for as a business professional.







## Hey there, I'M JENNY BALLOU

I'm the owner & storyteller behind Jenny Ballou Creative Studio. I'm passionate about helping creatives, entrepreneurs, and brands like yourself tell stories that fuel your creativity!

I have been working remotely for over 20+ years as a designer, photographer, brand strategist, Showit web designer & founder of a tech startup. As I head into the next chapter of life, I discovered my true calling. It's here where I launched my creative studio to inspire & help my community of ambitious women like you stand out online.

It's my mission to empower creatives and brands to bring more beauty into the world through functional, visual aesthetics and by creating a personal brand that showcases your authenticity.



Your personal brand stories should highlight your credibility, authenticity and trust. Every professional can benefit from having a strong sense of their personal brand story. Whether you are an influencer, blogger, digital creator, photographer, travel agent, real estate agent, lifestyle brand, etc, your personal brand and the stories you share are your anchor. It's the content, style, approaches, values and purpose you're known for that stand you apart from your competitors.

**Use this worksheet to discover WHAT you want your stories to share with the world and what they say about you.**



### WHAT YOU LOVE

You may include a few personal things here, but be sure to focus on what you love about your career.

### YOUR DIFFERENCE

Think in terms of your profession and explaining your experience. What skills do you bring to the table?

### YOUR SPECIALTY

What is unique about your experience or life that makes you do things differently and will help you stand out as a professional?

### VALUES & PURPOSE

How can you use what you do to align with your audience? Can you share something you really believe in?

## Using Your Personal Brand to Tell Stories

Personal brand stories highlight who you are, what you stand for, what you've accomplished, and why you are different from your competitors.

The most common questions customers and clients have are related to your vision, values, and mission as a professional brand. By integrating this into your stories you create a more intimate way for people to connect personally to you.

Think about your WHY? What it is that drew you into working in your profession.

WHAT do you love about your work? Now, write down your answer to the questions below

### WHY? BUILDING A FOUNDATION THROUGH PERSONAL BRANDING

Strong brands operate from a place of Why, and have a clear grasp of the the values, goals and mission at the core of their work. Operating from a place of purpose in your business changes everything!

### WHAT IS YOUR VISION FOR DOING WHAT YOU DO?

What is it about your "Why" that keeps you excited, fired up and motivated?

### WHAT IS YOUR MISSION?

Think back to the vision you shared earlier. If your vision is the big picture dream that you're chasing after, then your mission is how you're making that happen! In your own words, how is your brand moving forward to achieve your vision?

## READY TO EXPLORE A BIT DEEPER?

The truth is...anyone can tell stories if they have an idea. However, the ones that share the passion and purpose behind them are the ones that stick with your audience.

Reach out to learn more about how our personal branding, Showit website design and photography/videography services can help your brand become differentiated in a competitive landscape.

CONTACT JENNY TO GET STARTED:

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