

Personal Brand Worksheet

Your personal brand are the stories that represent who you are, amplify what you believe in, and what you want to be known for as a business professional.



THE ART OF
Wanderlusting



Hey there, I'M JENNY BALLOU

I'm the owner/designer behind The Art of Wanderlusting. I'm passionate about helping travel, outdoor, and lifestyle lovers like yourself launch and grow online businesses that fuel your wanderlust!

I have been working remotely for over 20+ years as a freelance 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 business The Art of Wanderlusting. I've been inspiring & helping my community of ambitious women like you stand out online and start living a life dedicated to having the freedom and time to do what you love!

It's my mission to empower more women to be independent, successful, impactful and live the life they have always dreamt of living!

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A great personal brand builds credibility, authenticity and trust. Every professional can benefit from having a strong sense of their personal brand. Whether you are an influencer, travel blogger, digital creator, adventure photographer, travel agent, airbnb host, lifestyle brand, etc, your personal brand is 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 YOUR personal brand and what it says 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 Branding highlights 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 STRONG FOUNDATION

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 start a business if they have an idea. However, the ones truly that understand the passion and purpose behind what they do and develop a strong personal brand that connects directly to their audience are the ones that will survive in today's competitive landscape.

Strong brands and strong leaders are able to inspire others to rally around them and take action when they operate from a clear place of purpose. Knowing Why you do what you do enables you to build your brand around something that is steeped in purpose and in direction.

WANDERLUST ALONG ...and learn more about how our personal branding & website design services can help elevate your brand or get your business up and running in no time with a true sense of purpose and clarity.

CONTACT JENNY TO GET STARTED:

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