



## PERSONAL BRANDING STATEMENT WORKSHEET

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**INTRODUCTION.** Your **Personal Branding Statement** or **PBS** is the foundation of your online personal brand image. If you were to describe yourself to a potential employer in an elevator, what would your “elevator pitch” be? It should be short and informative: describing the skills you have, the personality attributes you exhibit, and most of all, the value that you present to an employer. It should answer their question: “**What can you do for our company?**”

As an example, here’s mine with the keyword in **bold face**:

*Jason McDonald is an **Internet marketing expert**, bringing skills in **SEO (Search Engine Optimization)**, **AdWords**, and **social media marketing** on sites like Yelp, Facebook, and LinkedIn to his students and clients to help them succeed in their own online **marketing efforts**. Jason assists business owners and marketers in his online and Bay Area **training classes** to learn these skills and succeed at do-it-yourself marketing; he also works with consulting clients to achieve their marketing goals via a more one-on-one marketing methodology. His style is **participatory** and **hands on**, and his personality brings **enthusiasm** and **humor** to what is often (mis)perceived as a technical or dry area of marketing.*

**KEYWORDS.** Before you write a formal Personal Branding Statement, it’s a good idea to summarize your skills, your personality attributes, and other attributes that make you stand out.

**Technical skills.** List the **keywords** that indicate technical skills you possess and wish to project to the Internet You (e.g., *proficient in C++, speaks Farsi, has marketing skills*).

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**Personality attributes.** List the **keywords** that indicate personality attributes as an employee such as *hard-working, trustworthy, honest, friendly, outgoing, detail-oriented*, etc.

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**Other attributes.** What other attributes make you stand out from the pack? Be careful to examine this from the perspective of a potential employer or someone who can advance your career. What can you do for their company or organization? An example might be a “trust indicator” such as you went to a prestigious college, you speak a difficult language, or even that you are passionate about environmental issues.

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**PERSONAL BRANDING STATEMENT.** Now it’s time to summarize, briefly, how you’d describe yourself to a potential employer, hiring manager, or someone who could give you a promotion. It should include your keywords above, and be VERY SHORT, less than three or four sentences tops.

**Personal Branding Statement:**

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**TEST YOUR PERSONAL BRANDING STATEMENT.** It’s time to test it. Call your Mom, Dad, best friend, or a friendly coworker. Ask him or her to “pretend” that they are considering you for a job opening or a promotional opportunity. They need to be thinking “What can this candidate do for us? Is he or she a good fit? How so, and how not?” Read them your PBS and ask them:

“Do you understand what my skills are, my personality traits, and what I can do for a potential employer?”  Yes  No  Why or why not: \_\_\_\_\_

\_\_\_\_\_

“Resummarize my PBS, please.” (You listen to them, and ask yourself whether their restatement accurately describes your personal brand value to a potential employer). If not, ask the person questions to figure out what didn’t get through.

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“Do you have any suggestions to improve it? Is it too long? Too short? Too much detail about a topic, or too little about one? Do I have attributes or skills that I didn’t include that you think would be valuable to a potential employer?”

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**PERSONAL BRANDING STATEMENT (RESTATED).** Think about their feedback and advice. You don’t have to accept it, just think about it. Now, if necessary, re-write your Personal Branding Statement:

**Personal Branding Statement:**

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**Remember:** your PBS is a “work in progress,” that you constantly adjust and change as you grow in your career! It’s a snapshot of your value to a company at a given moment in time.