



**PERSONAL BRAND EXAMPLES WORKSHEET**

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**INTRODUCTION.** *Imitation, they say, is the highest form of flattery.* One of the best methods to building and nurturing an effective personal brand identity online is to identify people to imitate. Some of these will be “very high profile,” such as a Martha Stewart or Dr. Phil. Others will be more locally famous, and still others might be just regular people who have a strong LinkedIn profile and strong personal blog. This is your “secret list” of people to emulate.

**CHOOSE FROM MY LIST.** I have my own list of examples at <http://jmlinks.com/8z>. Visit that list and indicate a few people there that you see as similar to you in terms of their content, OR identify persons whose website, blog, Twitter account, etc., strikes you as persuasive.

Person’s Name: \_\_\_\_\_

Person’s Name: \_\_\_\_\_

Person’s Name: \_\_\_\_\_

**IDENTIFY YOUR OWN PERSONS TO EMULATE.** Next, go to Google or Bing and type in some of your most important keywords. For example, if you are looking for a job as a Java programmer, type in words like “Java Programming Language” or “Java Expert,” or “Java consultant.” If you’re looking to be a photographer, type words like “Corporate Photographer,” or “Wedding Photographers Houston,” etc. You’ll often find that persons who have their own businesses, businesses are tied closely to a personal brand, are really good. They may not be persons looking for a job, but rather consultants or experts.

**Keywords to Search:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Persons with Strong Personal Brands:**

**Person's Name:** \_\_\_\_\_  
Occupation / Keyword Focus: \_\_\_\_\_  
Website URL: \_\_\_\_\_  
Facebook Page: \_\_\_\_\_  
Twitter Page: \_\_\_\_\_  
LinkedIn Profile \_\_\_\_\_  
Other Account: \_\_\_\_\_  
Other Account: \_\_\_\_\_

**Person's Name:** \_\_\_\_\_  
Occupation / Keyword Focus: \_\_\_\_\_  
Website URL: \_\_\_\_\_  
Facebook Page: \_\_\_\_\_  
Twitter Page: \_\_\_\_\_  
LinkedIn Profile \_\_\_\_\_  
Other Account: \_\_\_\_\_  
Other Account: \_\_\_\_\_

**Person's Name:** \_\_\_\_\_  
Occupation / Keyword Focus: \_\_\_\_\_  
Website URL: \_\_\_\_\_  
Facebook Page: \_\_\_\_\_  
Twitter Page: \_\_\_\_\_  
LinkedIn Profile \_\_\_\_\_  
Other Account: \_\_\_\_\_  
Other Account: \_\_\_\_\_

**IDENTIFY "AVERAGE" PERSONS TO EMULATE.** Next, use a job site like CareerBuilder.com or Monster.com or LinkedIn and identify "average" persons who have a strong resume, strong LinkedIn profile, and hopefully a blog or personal social media site like Instagram that is close to your own desired personal brand image. Identify and note them:

**Person's Name:** \_\_\_\_\_  
Occupation / Keyword Focus: \_\_\_\_\_  
Website URL: \_\_\_\_\_  
Facebook Page: \_\_\_\_\_

Twitter Page: \_\_\_\_\_  
LinkedIn Profile \_\_\_\_\_  
Other Account: \_\_\_\_\_  
Other Account: \_\_\_\_\_

**Person's Name:** \_\_\_\_\_  
Occupation / Keyword Focus: \_\_\_\_\_  
Website URL: \_\_\_\_\_  
Facebook Page: \_\_\_\_\_  
Twitter Page: \_\_\_\_\_  
LinkedIn Profile \_\_\_\_\_  
Other Account: \_\_\_\_\_  
Other Account: \_\_\_\_\_

**Person's Name:** \_\_\_\_\_  
Occupation / Keyword Focus: \_\_\_\_\_  
Website URL: \_\_\_\_\_  
Facebook Page: \_\_\_\_\_  
Twitter Page: \_\_\_\_\_  
LinkedIn Profile \_\_\_\_\_  
Other Account: \_\_\_\_\_  
Other Account: \_\_\_\_\_

After finishing this worksheet, you'll have your personal "secret" list of personal brands that you a) admire and/or b) are in a similar keyword area as your own. You can then monitor these brands online and emulate what you like, or see what you do not like.

*By comparing and contrasting these brands with your own, you'll be better able to define your own personal brand identity.*

For each of the personal brands above, note:

**Things you like:**

**Things you dislike:**