



# YOUR PERSONAL BRANDING WORKBOOK



# 1

## Write down 5-7 of YOUR core professional values

Review the examples of values below and on the next page write down 5-7 of YOUR core professional values.

- Abundance
- Acceptance
- Accountability
- Achievement
- Advancement
- Adventure
- Advocacy
- Ambition
- Appreciation
- Attractiveness
- Autonomy
- Balance
- Being the Best
- Benevolence
- Boldness
- Brilliance
- Calmness
- Caring
- Challenge
- Charity
- Cheerfulness
- Cleverness
- Community
- Commitment
- Compassion
- Cooperation
- Collaboration
- Consistency
- Contribution
- Creativity
- Credibility
- Curiosity
- Daring
- Decisiveness
- Dedication
- Dependability
- Diversity
- Empathy
- Encouragement
- Enthusiasm
- Ethics
- Excellence
- Expressiveness
- Fairness
- Family
- Friendships
- Flexibility
- Freedom
- Fun
- Generosity
- Grace
- Growth
- Flexibility
- Happiness
- Health
- Honesty
- Humility
- Humor
- Inclusiveness
- Independence
- Individuality
- Innovation
- Inspiration
- Intelligence
- Intuition
- Joy
- Kindness
- Knowledge
- Leadership
- Learning
- Love
- Loyalty
- Making a Difference
- Mindfulness
- Motivation
- Optimism
- Open-Mindedness
- Originality
- Passion
- Performance
- Personal Development
- Proactive
- Professionalism
- Quality
- Recognition
- Risk Taking
- Safety
- Security
- Service
- Spirituality
- Stability
- Peace
- Perfection
- Playfulness
- Popularity
- Power
- Preparedness
- Proactivity
- Professionalism
- Punctuality
- Recognition
- Relationships
- Reliability
- Resilience
- Resourcefulness
- Responsibility
- Responsiveness
- Security
- Self-Control
- Selflessness
- Simplicity
- Stability
- Success
- Teamwork
- Thankfulness
- Thoughtfulness
- Traditionalism
- Trustworthiness
- Understanding
- Uniqueness
- Usefulness
- Versatility
- Vision
- Warmth
- Wealth
- Well-Being
- Wisdom
- Zeal

My 5-7 core values are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

## 2 Write down YOUR 3-6 Goals

These can be small goals, like “My goal is to be more patient with colleagues during meetings” or “My goal is to be open-minded when I’m presented with new challenges at work”. They can also be big goals, like “I want to finish my degree in 2 years (instead of 3)” or “My goal is to be head of the department in 12 months”.

**My first goal is:** \_\_\_\_\_  
\_\_\_\_\_

**Steps I need to take to achieve goal:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Date I will take the first step to achieve my goal:** \_\_\_\_\_

**My second goal is:** \_\_\_\_\_  
\_\_\_\_\_

**Steps I need to take to achieve goal:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Date I will take the first step to achieve my goal:** \_\_\_\_\_

**My third goal is:** \_\_\_\_\_

\_\_\_\_\_

**Steps I need to take to achieve goal:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Date I will take the first step to achieve my goal:** \_\_\_\_\_

**My fourth goal is:** \_\_\_\_\_

\_\_\_\_\_

**Steps I need to take to achieve goal:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Date I will take the first step to achieve my goal:** \_\_\_\_\_

**My fifth goal is:** \_\_\_\_\_

\_\_\_\_\_

**Steps I need to take to achieve goal:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Date I will take the first step to achieve my goal:** \_\_\_\_\_

My sixth goal is: \_\_\_\_\_

Steps I need to take to achieve goal: \_\_\_\_\_

Date I will take the first step to achieve my goal: \_\_\_\_\_

*“Where attention goes, energy flows and results show.”*

-T. Harv Eker

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**Write down a list of things that will empower YOU to achieve your 3-6 goals**

(this might be education, improvement in communication, less/more meetings with your boss, work-life balance etc.)

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**4**

**List the problem/s YOU solve for your organisation, potential employer or clients and customers**

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**5**

**Craft YOUR personal branding statement**

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**6**

**Craft YOUR networking statement.**

If you had 30 seconds to explain what you do to a client, customer or prospective employer, what would you say?

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**7**

**Update YOUR LinkedIn profile to reflect your personal brand**

**8**

**Get YOUR professional headshot taken and update your public facing profiles (LinkedIn, Facebook and Instagram etc.)**

Remember, when you invest in yourself others will take the time to invest in you.

9

## **Become the expert in your field, if you're not already**

A. If you feel comfortable doing so, write expert articles on the topics you want to be known for and share them online, via social media, your own blog or your company's blog, and any other suitable platforms.

or

B. Curate a list of 10 blogs and/or journalists that write content that supports your goals and values, and start to share and comment on their content.

or both.

10

## **Revisit this workbook every 3 to 6 months**

It's important to re-evaluate our values and goals from time-to-time, so take time go through this workbook again over the next three to six months.

**From the team at EventPix, we wish you all  
the best in crafting YOUR meaningful and  
purposeful personal brand!**

If you would like to speak to our professional portrait team about capturing a corporate photo that aligns with your values and goals please contact us via email at [pix@eventpix.com.au](mailto:pix@eventpix.com.au) or phone via 1300 850 021.