

SpeedNetworker

Self-branding: Your personal brand inventory

Like any brand you need to show clearly what you stand for.

In order to do that you must be sure what it is you want to portray and how good you are at doing it.

The following outlines a simple and effective exercise to uncover your personal brand inventory.

1. Identify your personal brand descriptors

Brainstorm with yourself and reflect which five adjectives best describe what you are and how you come across (or how you want to). Those adjectives should be related to what you do and who you deal with (e.g. what your customers would expect or need to find)

To make it easier to find your personal adjectives you might want to use the 55 adjectives of the “Johari Window” listed below (also see http://en.wikipedia.org/wiki/Johari_window) as food for thought).

- able
- accepting
- adaptable
- bold
- brave
- calm
- caring
- cheerful
- clever
- complex
- confident
- dependable
- dignified
- energetic
- extroverted
- friendly
- giving
- happy
- helpful
- idealistic
- independent
- ingenious
- intelligent
- introverted
- kind
- knowledgeable
- logical
- loving
- mature
- modest
- nervous
- observant
- organized
- patient
- powerful
- proud
- quiet
- reflective
- relaxed
- religious
- responsive
- searching
- self-assertive
- self-conscious
- sensible
- sentimental
- shy
- silly
- spontaneous
- sympathetic
- tense
- trustworthy
- warm
- wise
- witty

2. Rate them

Once you have identified the adjectives that most closely describe your brand you must rate them with respect to how well you actually portray them now.

If you feel comfortable with it, you might want to ask a friend or a colleague to assess this from their point of view. It will give you a more impartial idea of how your company or brand are really perceived.

The rating should be between 1 (doesn't meet) and 10 (fully meets).

If your rating is low it mean that you need to work on that point in order to create a more balanced personal brand.

3. Create a tagline

Last but not least try to create a memorable tagline or slogan that encapsulates your personal brand in a few words or sentences (for help on this, see <http://en.wikipedia.org/wiki/Tagline>).