***Personal Branding Worksheet***

Instructions: Using the Personal Branding worksheet, describe your personal brand and how you can use your personal brand to market yourself for your dream career. Please remember to answer each question in the worksheet. Write 1–2 sentences to identify each aspect of your personal brand.

**1. Describe your strengths and personality.** (Examples:What are you passionate about? I like helping others in the community. What qualities do you show others? I’m a good listener and provide advice on…)

**2. Identify your dream career.** (Examples: Manager of Social Media Marketing, Accountant)

**3. How will you market yourself?** (Examples: Develop or update a LinkedIn account, participate in professional networking, create a YouTube channel)