**Personal Branding Worksheet**

**for Tech CEOs & Leaders**

Here are some questions to help you think through your personal brand and the presence you want to create in social media.

**Your Mission & Vision**

* What do you want to be known for?
* What do you want people to say about you when you aren’t in the room?
* What are the mottos you live by?
* What are you trying to accomplish now?
* Why are you focusing on this?

**Your Expertise**

* What are your areas of expertise?
* Share some specific examples of how you apply your expertise.
* How are you different from others who have similar expertise?
* Are there specific accomplishments that illustrate this?

**Culture You Create**

* What do you want your customers to say about you?
* What do you want your peers to say about you?
* What do you want your employees to say about you?
* What do you want the media to say about you?
* What do you want investors or your board to say about you?

**Express Your Brand**

* How do you express your brand through your:
  + Personal Appearance
  + Online presence
  + Work
  + Interactions with others
  + Causes you support
* What personal interests or hobbies do you use to relate to people?

**Relationships**

* Who do you need to meet, impress, and build relationships with?
* What are you trying to persuade those people to do?

**Content**

* What do you want to educate people about?
* What questions do you answer regularly?
* What are common misconceptions?
* How do the people you want to influence prefer to consume content?