

## Creating your Personal Branding Message *And why you need one.*

The power of a brand exists when in a flash, when people (hiring managers, clients, companies, partners) make that immediate snap judgment about you. You've heard the saying, 'don't judge a book by it's cover', but guess what? It happens and you will be stereotyped. When you own that, are smart about it, and proactive about it – you now have more influence on what those other people will stereotype about you and judge about you.

1. **ID your objective / Your Digital bumper sticker:** What do you want to achieve? Career Growth & Management? Brand Management? Career Transition / Job Search? Build Business Alliances? Build Relationships? Build your business? Become self employed? Use [these thought questions](#) to get you thinking. Your goal is to come up with key words or phrases that capture your 'essence' and what you are about. This is the goal of this worksheet. The exercises below help you get to defining what your digital bumper sticker should be, inspired by your goals.

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2. Name 3 words you use to describe yourself. Words others would use to describe you. Words that describe your value(Ask them, you'll be surprised)

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3. ID those things that make you unique. What makes you different or unique compared to others that do a job similar to you.

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4. **GET REALLY CLEAR on your strengths & where YOU add value. And we all add value. What kinds of 'problems' can you solve for people?**

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5. Name 3 characteristics that have been attributed to you.

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6. What is your work style?

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7. What are benefits in working with you, or having you as a part of a team?

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8. What are you doing when time passes by, that you get easily engrossed in, jumping out of bed in the morning? (most / least)

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9. If you could be any of these candy bars , which would it be? (100 Grand, Baby Ruth, Peppermint Patty, etc). Why did you pick that variety?

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10. If you could pick a crayon to define you what / which would it be? Crayola picked names that elicit a feeling, a thought, an emotion. Which of their crazy colors would you pick to id you? Why did you pick that color?

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11. Develop a 1/8<sup>th</sup> page yellow book ad for your speaking skills, your professional offering, your 'job' that you do. What do you offer people? How would they find you? What to you bring to a company, an event, to clients? What do you do that no one else offer?

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12. Develop an 8 word positioning statement – that highlights value for the other person, the benefits you bring.

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13. What will your digital bumper sticker say? Think of it on the back of a car, as a banner ad on a website.

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With over 25 years of extensive Web, Marketing & Project Management experience at Fortune 500 Companies, I work with clients to develop their integrated Marketing Strategy and bring their business & career to life: from marketing material and coordinated web design, to copy & content development, to SEO, and social media coordination. I work to build your career & business faster and so you can get down to business sooner. Your ultimate wingman.

Offering Social Media Coaching & Monitoring, Monthly review calls, Strategy Development, and a whole New Approach to Career, Personal, & Small Business Growth. The world of working is changing – what are you doing to stay ahead of the curve?

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