

The Personal Branding Canvas

Name

Date:

What makes you, YOU (Core Identity)



What makes you a unique person?

Categories:

- Physical characteristics, Styles
- Personality
- Personal/professional history, heritage
- Culture, Education, Interests
- Supported causes
- Values, Purposes & Vision
- ★ If not sure, think about compliments people often give you.
- ★ Things (work/personal) you never get tired talking about (passions)

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What you do (Your offering)



What features or capabilities your AUDIENCE(s) value? Or relevant services/products you offer?

- Services/products
- Hard and Soft Skills
- Customer relationship style

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Why are you credible (Reasons to believe)

What make you credible to your Audience?



- Resume, e-portfolio, track record
- Certification, Training
- Roles in associations, Volunteering
- Endorsement by professional bodies, top management, Testimonials
- Academic Roles, Publications
- Intellectual properties

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Key Benefits to Your Customers



What benefits your customers enjoy when dealing with you?

- Financial (problem they see solved/needs satisfied)
- Emotional (how they feel)
- Practical or Spiritual or Social
- Self-expressive

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Why do you do it?



What are the reasons you get up every morning?

- Values (What you stand for?)
- Motivation, Drive (What inspire you to take action?)

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Why YOU (Positioning)



What is/are distinctive elements that makes you different from your competitors? and appealing to your Audience? Consider the position you gain in the mind of your Audience, cf to your competition.

- Is it credible, specific and distinctive
- Relevant to customers?
- Clear set of benefits to customers?
- Limitations/weakness of competitors?

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How They Know You (Communication)



How you become known to your Audience? Which channels you use to reach your audience?

- How you create relationship with your audience?
- Visual and verbal - logo, tagline
 - Storytelling
 - Publicity, Networking, Sponsorship
 - Events, Presentation, Digital Marketing

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Who needs to know (Audience)



For whom do you create value? Who is your most important customer? Who influences your customers? Who helps you to develop your brand?

- Customer segments
- Influencers
- Communities, Tribes (on/offline)
- Public opinions, Users, Family & Friends

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What you need (Investment)

Which partners, activities or resources do you invest or must you invest to successfully brand yourself?

- Assets, physical resources
- Training
- Time
- Consultant, Partnership
- Marketing and Communication

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What you get (Results)



What results or benefits do you get or do you want from your Personal Brand? How are you perceived? How do you want to be perceived?

What do they say about you? What do you want them to say about you?

Categories:

- Visibility, Awareness,
- Recognition, Leader, Being memorable,
- Unique, Perceived quality, Relevance
- Premium price, market share
- Loyalty, retention, advocacy

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