

CRAFTING YOUR BRAND MESSAGE – WORKSHEET

Personal branding will market your value in a clear, consistent, and attractive way and position you strategically within your industry. Each question in this worksheet will help you work toward the construction of your own four-part brand message. Examples are included.

1

Start by identifying your three most important strengths. In the context of your target job title (see examples below). Write a sentence about these three unique abilities and strengths:

EXAMPLES OF STRENGTH-BASED BRANDING SENTENCES:

- a. As a sales representative for the hotel industry, I am able to increase revenue by anticipating my clients' needs before they do.
- b. As a dedicated educator, I stimulate curiosity to make learning approachable & rewarding for all students.
- c. As a human resources professional and catalyst for positive change, I have a history of engaging board and staff members to generate new ideas and increase overall performance.
- d. As a marketing specialist recognized for 20+ years of success in linking science-based achievements with market needs, I provide high-performance organizations with significant financial rewards.

2

Add a sentence that connects your strength with an important opportunity in your industry. What benefit or value do you bring to an organization? Which challenge or pain point do you relieve? Write a sentence about the problem you solve.

EXAMPLES OF OPPORTUNITY-FOCUSED BRANDING SENTENCES:

- a. I turn around stagnant revenues through my commitment to research, relationships, and revenue enhancement.
- b. I implement a unique teaching technique that successfully addresses individualized learning variables by incorporating visual, written, and hearing applications in all material presentations.
- c. I enjoy building and strengthening strategic alliances. I break down barriers and open doors for innovation and profit with an unwavering focus on the ever-evolving need for cross-functional communication.
- d. I am a pioneer in wellness and prevention programs and make a significant impact on disease management and population health.

3

Now, in one sentence, communicate your aspirations for your future. What exactly do you want to do? Be specific.

EXAMPLES OF ASPIRATIONAL SENTENCES:

- a. I am dedicated to implementing long-term revenue streams through research and relationships to meet the demands of a globally competitive hospitality environment.
- b. I am dedicated to co-creating a bright future for each student who enters my classroom.
- c. I am passionate about guiding nonprofits, specifically those focused on youth empowerment, to achieve new heights.
- d. I am motivated to create a healthy community to enhance lives.

4

Finally, support all of this with your accomplishments; include the results you've produced. Share a statement or two about what makes you the best at what you do.

EXAMPLES OF RESULTS-FOCUSED SENTENCES:

- a. I get results: I unearthed a prospect list which included Fortune 1000 companies and many other valuable contacts; and I turned cold data into warm leads by tapping into my loyal and trusting relationships with key accounts and networking contacts. By quickly gaining access to decision makers, our revenue increased 45 percent during my tenure and our average sales increased 17 percent.
- b. I get results: I improved test results by 50 percent and decreased student drop-out rates by 25 percent.
- c. I am adept at establishing policies, procedures and technologies that enhance efficiency, financial health, and service for constituents.
- d. I have led strategic and operational breakthroughs in proactive health informatics and communications technologies, evidence-based prevention and care management products, and cost-effective health care delivery systems

5

Put it all together: Write your Strengths, Opportunities, Aspirations, and Results, or SOAR*, statement by putting together the previous four sentences. This will create a cohesive, dynamic and compelling statement that becomes the foundation of your visual and verbal brand:

EXAMPLES OF FINAL PERSONAL BRAND MESSAGES:

a. The Sales Ace Who Sets Records:

- As a sales representative for the hotel industry, I am able to increase revenue by anticipating my clients’ needs before they do. I turn around stagnant revenues through my commitment to research, relationships, and revenue enhancement. I am dedicated to implementing long-term revenue streams through research and relationships to meet the demands of a globally-competitive hospitality environment. I get results: I unearthed a prospect list which included Fortune 1000 companies and many other valuable contacts; and I turned cold data into warm leads by tapping into my loyal and trusting relationships with key accounts and networking contacts. By quickly gaining access to decision makers, our revenue increased 45 percent during my tenure and our average sales increased 17 percent.

b. The Teacher Who Uses Appealing Learning Techniques:

- As a dedicated educator, I stimulate curiosity and make learning approachable and rewarding for all students. I implement a unique teaching technique that successfully addresses individualized learning variables by incorporating visual, written, and hearing applications in all material presentations. I am dedicated to co-creating a bright future for each student who enters my classroom. I get results: I improved test results by 50 percent and decreased student drop-out rates by 25 percent.

c. The Change Agent in Human Affairs:

- As a human resources professional and catalyst for positive change, I have a history of engaging board and staff members to generate new ideas and increase overall performance. I enjoy building and strengthening strategic alliances. I break down barriers and open doors for innovation and profit with an unwavering focus on the ever-evolving need for cross-functional communication. I am passionate about guiding nonprofits, specifically those focused on youth empowerment, to achieve new heights. I am adept at establishing policies, procedures, and technologies that enhance efficiency, financial health, and service for constituents.

d. The Super Science Marketing Specialist:

- As a marketing specialist recognized for 20+ years of success in linking science-based achievements with market needs, I provide high-performance organizations with significant financial rewards. I am a pioneer in wellness and prevention programs and make a significant impact on disease management and population health. I am motivated to create a healthy community to enhance lives. I get results: I have led strategic and operational breakthroughs in proactive health informatics and communications technologies, evidence-based prevention and care management products, and cost-effective health care delivery systems.

The **SOAR** framework gives you a structure to build a brand that uniquely and attractively positions your passion and strengths with the needs and opportunities in your industry. By crafting a brand message using this process, you create congruency with business needs, your ability to deliver on those needs, and shared values and vision to give you an edge in an increasingly competitive job market.

