

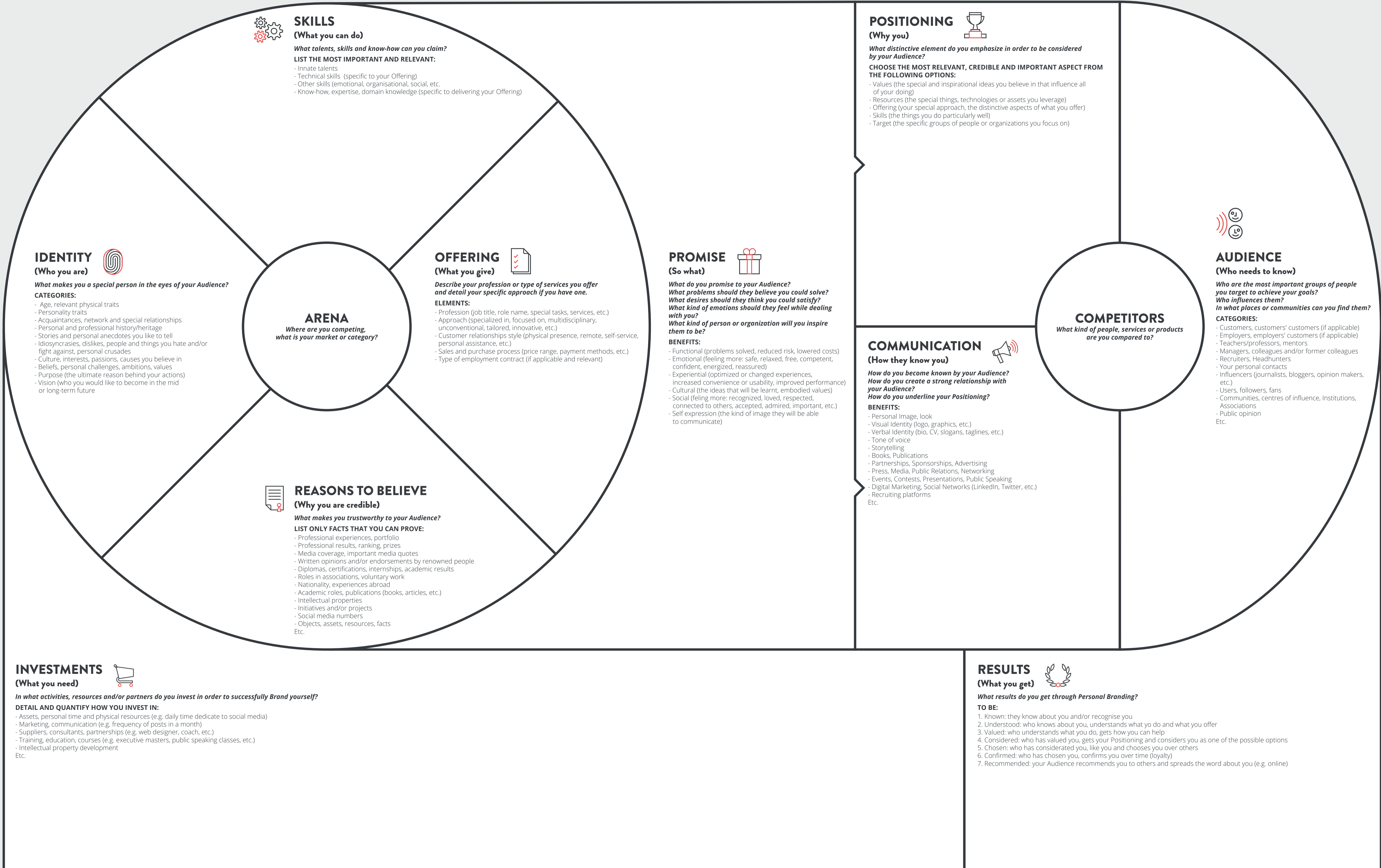
THE PERSONAL BRANDING CANVAS

Write your name

DESIGNED BY

Why do you want to do Personal Branding?

GOAL



IDENTITY (Who you are)

What makes you a special person in the eyes of your Audience?

CATEGORIES:

- Age, relevant physical traits
- Personality traits
- Acquaintances, network and special relationships
- Personal and professional history/heritage
- Stories and personal anecdotes you like to tell
- Idiosyncrasies, dislikes, people and things you hate and/or fight against, personal crusades
- Culture, interests, passions, causes you believe in
- Beliefs, personal challenges, ambitions, values
- Purpose (the ultimate reason behind your actions)
- Vision (who you would like to become in the mid or long-term future)

SKILLS (What you can do)

What talents, skills and know-how can you claim?

LIST THE MOST IMPORTANT AND RELEVANT:

- Innate talents
- Technical skills (specific to your Offering)
- Other skills (emotional, organisational, social, etc.)
- Know-how, expertise, domain knowledge (specific to delivering your Offering)

ARENA

Where are you competing, what is your market or category?

OFFERING (What you give)

Describe your profession or type of services you offer and detail your specific approach if you have one.

ELEMENTS:

- Profession (job title, role name, special tasks, services, etc.)
- Approach (specialized in, focused on, multidisciplinary, unconventional, tailored, innovative, etc.)
- Customer relationships style (physical presence, remote, self-service, personal assistance, etc.)
- Sales and purchase process (price range, payment methods, etc.)
- Type of employment contract (if applicable and relevant)

PROMISE (So what)

What do you promise to your Audience?
What problems should they believe you could solve?
What desires should they think you could satisfy?
What kind of emotions should they feel while dealing with you?
What kind of person or organization will you inspire them to be?

BENEFITS:

- Functional (problems solved, reduced risk, lowered costs)
- Emotional (feeling more: safe, relaxed, free, competent, confident, energized, reassured)
- Experiential (optimized or changed experiences, increased convenience or usability, improved performance)
- Cultural (the ideas that will be learnt, embodied values)
- Social (feeling more: recognized, loved, respected, connected to others, accepted, admired, important, etc.)
- Self expression (the kind of image they will be able to communicate)

POSITIONING (Why you)

What distinctive element do you emphasize in order to be considered by your Audience?

CHOOSE THE MOST RELEVANT, CREDIBLE AND IMPORTANT ASPECT FROM THE FOLLOWING OPTIONS:

- Values (the special and inspirational ideas you believe in that influence all of your doing)
- Resources (the special things, technologies or assets you leverage)
- Offering (your special approach, the distinctive aspects of what you offer)
- Skills (the things you do particularly well)
- Target (the specific groups of people or organizations you focus on)

COMMUNICATION (How they know you)

How do you become known by your Audience?
How do you create a strong relationship with your Audience?
How do you underline your Positioning?

BENEFITS:

- Personal Image, look
- Visual Identity (logo, graphics, etc.)
- Verbal Identity (bio, CV, slogans, taglines, etc.)
- Tone of voice
- Storytelling
- Books, Publications
- Partnerships, Sponsorships, Advertising
- Press, Media, Public Relations, Networking
- Events, Contests, Presentations, Public Speaking
- Digital Marketing, Social Networks (LinkedIn, Twitter, etc.)
- Recruiting platforms
- Etc.

COMPETITORS

What kind of people, services or products are you compared to?

AUDIENCE (Who needs to know)

Who are the most important groups of people you target to achieve your goals?
Who influences them?
In what places or communities can you find them?

CATEGORIES:

- Customers, customers' customers (if applicable)
- Employers, employers' customers (if applicable)
- Teachers/professors, mentors
- Managers, colleagues and/or former colleagues
- Recruiters, Headhunters
- Your personal contacts
- Influencers (journalists, bloggers, opinion makers, etc.)
- Users, followers, fans
- Communities, centres of influence, Institutions, Associations
- Public opinion
- Etc.

INVESTMENTS (What you need)

In what activities, resources and/or partners do you invest in order to successfully Brand yourself?

DETAIL AND QUANTIFY HOW YOU INVEST IN:

- Assets, personal time and physical resources (e.g. daily time dedicate to social media)
- Marketing, communication (e.g. frequency of posts in a month)
- Suppliers, consultants, partnerships (e.g. web designer, coach, etc.)
- Training, education, courses (e.g. executive masters, public speaking classes, etc.)
- Intellectual property development
- Etc.

RESULTS (What you get)

What results do you get through Personal Branding?

TO BE:

1. Known: they know about you and/or recognise you
2. Understood: who knows about you, understands what you do and what you offer
3. Valued: who understands what you do, gets how you can help
4. Considered: who has valued you, gets your Positioning and considers you as one of the possible options
5. Chosen: who has considered you, like you and chooses you over others
6. Confirmed: who has chosen you, confirms you over time (loyalty)
7. Recommended: your Audience recommends you to others and spreads the word about you (e.g. online)