



PERSONAL BRANDING FOR PEOPLE WHO AREN'T KARDASHIANS

Companion Workbook



April 2025, Milwaukee

Hey friends,

Excuse me while I do a bit of a Happy Dance over here! I'm super excited for a couple of reasons:

1. You've decided to attend this session on personal branding
2. You've decided that owning and amplifying your personal brand is an important step in your career!

I'm hopeful that this session will help you create some momentum for your brand, and answer some all-important questions as you head out.

The great thing about branding is, it's an ongoing journey of discovery and change. Enjoy the process and stay in touch as you create your own powerful brand!

Cheering you on,
Leanne

*Connect with Leanne
here on LinkedIn™*



PERSONAL BRANDING VS CORPORATE BRANDING

TRUTH

We have the opportunity to create trust with our community and move them down the path to purchase quicker, than with our corporate branding alone.

5 Reasons to Have Your Own Brand

- ✓ Create Stronger Relationships
- ✓ Inside and outside opportunities
- ✓ You control the messaging
- ✓ Your relationships go with you
- ✓ Seen as an asset to your organization

TAKE ACTION!

1. What is there about my organization I can include in my own brand?

2. Can I have a conversation with my employer?



PERSONAL BRANDING - WHERE???

TRUTH

You can brand using a variety of different formats, outside of social media, including

- **email,**
- **newsletters,**
- **volunteering,**
- **networking**
- **your customer service.**

You can do a multitude of branding activities in less than 15 minutes a day!

Some examples of branding activities

- ★ Post a poll on LinkedIn™
- ★ Behind-the-scenes shot
- ★ 1-minute video, 5 tips
- ★ Volunteer for your association
- ★ Create a client-facing e-newsletter
- ★ Send a thank you card
- ★ Update your social media headline
- ★ Design a new background
- ★ Send an email to mentor or influencer
- ★ Attend a networking event
- ★ Comment on someone's LinkedIn post

TAKE ACTION!

What branding activities can you try?

THE “YOU” INVENTORY

Strengths

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Talents

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Skills

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Passions

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Your Story or Experience

THE “YOU” INVENTORY

Values

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Beliefs

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Personality Characteristics

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Traits

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Looking for additional prompts?

Head over to

<http://ideonomy.mit.edu/essays/traits.html>

THE “YOU” INVENTORY

1.What are you known for?

2. What do you want to be known for?

3. What problem do you want to be known for solving?

4. What are some things that you're really good at, that others are not?

5. What are some things that you really enjoy doing, that others do not?

6. Has there been a challenging project that you're particularly proud of?

7. What makes you different from your peers/colleagues?

THE “YOU” INVENTORY

8. What is the one that your colleagues come to you for?

9. When you're in a crowded room, what makes you stand out?

10. What do people say about you when you're not in the room?

11. How do you serve in a way that differs from your competition?

12. Do you thrive in serving specific communities or client groups?

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