

The Personal Brand Starter Kit

1. Personal Brand Clarity Worksheet

- What are your top 5 strengths?
- What values matter most to you?
- What are you most passionate about?
- What problems do people often ask you to solve?
- What makes your story or background different?

Use these answers to find patterns that define your brand identity.

2. Your Brand Statement Formula

Use this formula:

I help [who you serve] do [what you help them achieve] so they can [outcome/result] using [your unique approach or experience].

Example:

I help busy professional women build strong personal brands online so they can attract high-paying opportunities using image consulting and business strategy.

3. Visual Brand Checklist

- Choose 1-2 brand fonts
- Pick a primary brand color (e.g., purple) and 1-2 accent colors
- Select 3-5 brand images or photo styles (clean, elegant, confident)
- Keep your profile photos, Canva designs, and social banners aligned with your look

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- Use a consistent tone and aesthetic across your platforms

4. Social Media Bio Makeover Tips

Tips for writing a great bio:

- Say clearly who you help and how
- Use keywords your audience is searching for
- Add a credibility point (e.g., 'featured in', certifications)
- Include a CTA (e.g., 'Download my free brand guide')

Before:

'Helping people succeed.'

After:

'I help women entrepreneurs build standout brands that attract high-paying clients.'

5. 90-Day Personal Brand Action Plan

Week 1-2: Complete your clarity worksheet and brand statement

Week 3-4: Set up or refresh your social media profiles and visuals

Week 5-8: Start posting valuable content 2-3 times per week

Week 9-12: Engage with others, pitch for collaborations or interviews, and track progress

Consistency is key. Review and refine your strategy monthly.