

Brand Discovery Worksheet

It is important to create a personal brand while keeping in mind who you are, what you can offer, and your short term or long term career goals. Reflecting on the following questions will help you discover your brand and make sure it is truly a reflection of who you are. This process will also help you visualize your career path and goals.

1. What are five personality traits you would use to describe yourself?
2. What are some areas or activities you are passionate about? Which one of these could you identify as a “niche” area?
3. What are five personality attributes that others would describe me?
4. What are my career objectives in the next 2-5 years after I graduate?
5. What would you like to do accomplish with your brand?
6. How will connect your personal brand to your career?
7. Who is your target audience? Where can they be found?
8. What brand elements do you think your target audience will respond to?
9. What brand elements do you think your target audience will respond poorly to?
10. What brand elements would best showcase your talents and skill set?
11. Have I ever been complemented for a specific skill or talent?
12. What achievements in your life are you most proud of?



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