



BRANDING WORKSHEET

1. Identity:

- What are your core values?
- What specific change or value do you want to bring to the world or be known for?
- How do you want to be remembered?

2. Audience:

- Who are you or do you want to be speaking to?
- Are you creating for recruiters, industry peers, potential clients, the general public?



ANNUAL MARKETING END OF YEAR EVAL

3. Unique Value Add:

- **What do you do better than anyone else?**
- **What do you stand for or against?**
- **What is a unique quirk or unconventional trait that makes you stand out?**

4. How you show up:

- **Where does your audience spend their time?**
- **What medium best highlights your strengths?**
- **What is your desired outcome?**