

Core Allies, LLC
Positioning People for Success



Presents

***Your Unique Personal Brand;
Differentiate Yourself
and
Land the Perfect Job***

Core Allies, LLC 
Positioning People for Success

617-926-3810 www.coreallies.com info@coreallies.com 85 Poplar Street; Watertown, Massachusetts 02472

Personal Brand Worksheets

I. You

A. Enjoyment--Identify your unique skills

1. Internal Input

a. Top 5 Accomplishments you enjoyed

Why was I successful at accomplishing these achievements?

What made me uniquely able to succeed?

Why did I enjoy these accomplishments?

What skills did I bring to the experiences that were pure me?

Why was I able to accomplish this the way that I did?

1. _____

2. _____

3. _____

4. _____

5. _____

b. *Work History*

Make a chronological record of your job life: Do this all the way back to your first job (babysitting, dog walking, whatever it is). Include any volunteer jobs you have done. Under each job, write down the skills you enjoyed using in this job--the more specific you are the more useful the information.

Other questions that may help are:

- a. What skills did you enjoy using?
- b. How did you find out about the job? (E.g. headhunter, want ad, referral etc.)
- c. Why did you take it? What were your expectations?
- d. Did it live up to what you expected? Why or Why not?
- e. What did you love about the job?
- f. What did you hate about the job?
- g. What did you learn?
- h. What made you successful? What made you unsuccessful?
- i. Any other details you think of when reviewing the jobs.

This process should be fun and not strenuous. If it gets overwhelming, stop and don't touch it for a few days.

c. *Career Leader*

Take Career Leader with special focus on your interests.

2. External Input

a. *One word*

Send an email out to people who know you well and ask them.

“Describe me in ONE WORD...just one word!”

b. *Honesty of kids*

What would you like the younger people in your life to say about you when they are talking to their friends?

c. *Best reflected self*

Invite 5-7 colleagues to share with you the top 3 reasons they enjoyed working with you and the top 3 times they remember you at your happiest. Ask for specific examples so that you really understand what they are saying.

3. Accolades Desired

a. American Express Campaign

American Express has used a campaign where they identify the life mission of famous people by answering the tag line “My project was to” and then answered with famous people’s unique mission. For example:

Jim Henderson: Use laughter to help children learn.

Jerry Seinfeld: Point out the pointless.

Laird Hamilton: Live on the edge

Martin Scorsese: Tell unforgettable stories.

If you were featured in the campaign, what would you like them to say about you?

b. Magazine Article

On what magazine would you like to have a front cover article written about you? Select the magazine in which you would like to be featured and why they picked you.

If you like you can write the article, or synopsis, emphasizing those facets of your life you would like covered.

4. Artistic Endeavors

a. Collage

Find visual representations that you like. The ones that excite you. Use any source: magazines, photos, ones you draw, and words if the help. Combine them on a big poster. Post it where you can see it and put a sheet where you can put notes on it. Notice what comes up for you.

b. Dream Envelopes

Put together 6 envelopes (8 ½ x 11) label them with the following areas (or use your own)

Adventure...is belief forged with spontaneous joyful impulse that has the power to change form and events.

Dreams...we don’t have an eternity to realize our dreams, only the time we are here.

Love...is a fruit in season at all times and within reach of every hand.

Purpose...is when you are at your best.

Gratitude...everything nourishes what is strong already.

Open...leave room for the unexpected.

Collect pictures, stubs comments fortunes, whatever reminds you of the area.

B. Synthesize Results

1. Themes

Record the themes that emerge.

2. Top Transferable Skills

Identify the transferable skills you enjoy the most.

3. Benefit Analysis

How do your skills benefit a work place? Examples with results from your past.

1. _____

2. _____

3. _____

4. Review your priorities

5. Your unique brand

Core Allies, LLC 
Positioning People for Success

617-926-3810 www.coreallies.com info@coreallies.com 85 Poplar Street; Watertown, Massachusetts 02472

II. Marketplace

A. Perform a Market Analysis

1. Where are your gifts valued?

What skills make someone successful ...

- at your last company _____

- in your industry _____

- at your fantasy job _____

2. Brainstorm and prioritize potential jobs to further research

3. Conduct market research

- Create questionnaire and protocol
- Design a system to track your findings.
- Carry out market research.

B. Internal and External constraints to achieving your job

Opportunity--Brining your Brand to life

A. Marketing Collateral

1. Resume
2. Biography

B. Correspondence

1. Cover letter
2. Email

C. Interviewing

1. Formal and Informal
2. In person and on phone

D. Networking

1. Networking action plan
2. 30 second elevator pitch, 3 minute discussion

E. Social Media

1. Blogging
2. Networking sites