



Brand Worksheet

Step 1: Define Your Brand Pillars

Brands are built on clarity. Start with three foundation points.

Brand Pillars	Your Brand Pillars
Core Strengths What do I do exceptionally well (and with ease)? → Example: Synthesizing complex ideas. Coaching with warmth.	Core Strengths
Core Values What do I believe in and won't compromise on? → Example: Integrity. Inclusion. Curiosity.	Core Values
Core Contribution What positive impact do I consistently make? → Example: I help teams navigate change with confidence.	Core Contribution

Step 2: The Brand Sentence

Use this fill-in-the-blank to articulate your brand in one clear sentence.

“I help [who] do [what] so they can [why it matters].”

→ Example: I help growth-stage nonprofits clarify their messaging so they can build community and raise funds faster.

Step 3: Identify Your Brand Signals

Brand is not what you say, it's what others feel. Look at where it already shows up.

Brand Signals	Your Brand Signals
What words do people use to describe me when I'm not in the room?	
What colors, images, or language styles feel "most like me"?	
What stories do I find myself telling over and over again?	
What feedback have I consistently received (even informally)?	

Step 4: Your Brand Audit

Explore where your brand is aligned—and where it's missing.

Touchpoint	Is it aligned with your brand?	What needs updating?
Resume	✓ / ✗	_____
LinkedIn headline	✓ / ✗	_____
Summary/About Me	✓ / ✗	_____
LinkedIn banner	✓ / ✗	_____
Profile photo	✓ / ✗	_____
Email signature	✓ / ✗	_____

Step 5: Brand Language Builder

Your brand shows up in the words you use—here’s a vocabulary stretch.

Brand Language	Your Brand Language
5 Action Verbs that describe how I work: ex.→ <i>Create, guide, build, design, listen</i>	
5 Impact Words that describe my value: ex.→ <i>Clarity, trust, creativity, resilience, strategy</i>	
5 Energy Words that describe how I show up: ex.→ <i>Calm, warm, direct, curious, intentional</i>	

Step 6: LinkedIn Rewrite Prep (Week 5 Sneak Peek)

Once you’ve clarified your brand, you’ll update your LinkedIn headline and summary to reflect it.

Prompt for headline:

“What’s the transformation I help deliver?”

→ *Example: Career Strategist | I help high-achieving women pivot with purpose*

My Headline: _____

Prompt for summary:

“How does my past connect with my present—and future?”

→ *Write 3–5 lines that reflect your story, value, and direction.*

My Summary: _____
