

PERSONAL BRANDING

# WORKBOOK

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BY PHOTO'LOGO®



*Gophie Wood*  
PROJECT MANAGER

This workbook will guide you through the key steps to uncover what is unique to you.

Once you have defined what are your 'stand out' qualities, then you will learn how to evaluate your digital presence.

The next step is pulling together your vision and purpose and tying those in with your audience. This will be the foundation in which you'll build your personal brand.

Finally, delivering your brand with clarity and consistency will create a lasting image in the minds of those you interact with, enabling you to materialize all the insights contained into tangible career marketing tools.

Thank you for choosing Photologo and let's get started!

**"Life isn't about  
finding yourself.  
Life is about  
creating yourself."**

George Benhard Shaw

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*Phillip Harper*  
BARISTA



## CHAPTER 1

# WHY DOES PERSONAL BRANDING MATTER?

Whether you are aware of it or not, your brand is already out there.

It's made of your purpose and your values, as well as your passions and your skills - and ultimately your credibility and reputation. It reflects how you are seen and experienced by others.

As a professional, you might be at the point of your life looking to change careers, landing a new job or starting your own business, and a great personal brand plays an essential role in success.

Building your online presence is a strategic tool that will add value to your business and help you differentiate yourself to stand out from the competition.

**“Your brand is what people say about you when you are not in the room.”**

Jeff Bezos

*Pat Smith*  
WELLNESS  
COACH



CHAPTER 2

# WHAT MAKES ME UNIQUE?

Your personal brand is built around your core business values, and should genuinely reflect what you believe in and are passionate about in the work that you do.

What does your brand stand for, what are your vision and your purpose?

You might have already thought of what you'd like your personal brand to represent.

Keep in mind it is something you can proactively work on and strengthen. In the process, it is important to identify what are your key strengths and assets, and at the same time work around your weaknesses.

Once you define what makes your brand unique, you can use that knowledge to tap into your personal brand's potential and a chance to position yourself as a leader in your industry.

**“Be yourself.  
Everybody else is  
already taken.”**

Oscar Wilde

# Discover

Your journey into personal branding begins by getting a clear picture of who you are. Take the necessary time to carefully consider each of the following questions and keep writing until you feel you have genuinely answered them.

Once you are done, make sure to save your responses. They will be essential to revisit later as we move along in defining and building your brand.

How do I usually describe yourself professionally and personally?

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What am I known for?

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What are the words others use to describe me?

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What do I want people to associate with me? (Ex: The person who does x)

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What kind of problems do I solve?

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What makes me different?

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# Vision and purpose

A key aspect of your personal brand is to remain, well, personal. Ultimately, your vision is what drives your business or career forward, so it's important to understand how you might help the world sharing your vision.

Genuinely reflect on your purpose, values, and beliefs. It involves a great deal of self-reflection and self-examination, but it'll surely be well worth the investment.

What inspires me?

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What do I want to contribute to the world?

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How do I want to be remembered?

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Who are my role models?

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Who are the people I admire in my industry?

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What do I admire about them?

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# Strengths and Weaknesses

Uncovering your key strengths and weaknesses will allow you to maximize your talents and also say 'no' to the opportunities that don't serve your deeper purpose. Respond to the following questions, and once you complete it, validate your self-perception with feedback from others.

Crossing your perspective and the perspective of others who know you well will help you validate what you consider to be your 'stand out' qualities.

What was the most successful project I've participated in and what is it that made me successful?

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Which are the skills I rely on, regardless of the task at hand?

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When faced with a challenge, what's the one skill I often use to overcome it?

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What are my weaknesses that I'm aware of?

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What roles or tasks do I avoid that may be important to reach my goals?

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What skills would I like to develop, but might have yet to do?

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# Uncovering your core values

Now that you have gone through some self-discovery, surely you'll see some patterns emerging. Start by documenting your findings so you are able to clearly articulate what distinguishes you from your peers.

What characteristics/ keywords repeatedly appeared in the previous exercises?

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What are my three most important personal values?

- 1.
- 2.
- 3.

How can my values form the foundation of my career/ business goals?  
What types of career paths or businesses can benefit from and leverage the underlying values I uncovered?

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CHAPTER 3

EVALUATING  
MY ONLINE  
PRESENCE

*Robert Morrison*  
FINANCIAL  
CONSULTING

Digital makes our data widely available more than ever. Are you sending your best personal brand image out into the world?

Would you describe your brand image as trustworthy, credible and memorable? Is it aligned with your vision and core values?

If you haven't yet, now it's time to assess your online presence - from your website, social media profiles, personal blog, search engines and more.

The goal is to build a consistent image across all your online channels, and leverage that to showcase your brand essence in a clear and aligned manner.

**“Your brand isn't what you say it is. It's what Google says it is.”**

Chris Anderson

# The Evaluation Process

Your online presence is made up of different channels such as your website, your social media accounts, review websites and etc. Every channel is different and may need specific actions taken to improve them. If you are just starting out, it may be worth focusing mainly on those most relevant to you or your business.

- **PLANNING OUT:**

List out all related search terms you'll use to review your online presence. Start with the most obvious, so by your 'full name' or the 'name of your business and the location'. Then, think of your industry, competitors, products, service offerings, and other key players in your space. The objective is to come up and list out the most important 15 - 20 search terms.

Research also any relevant hashtags. Consider broad categories related to your business, such as "real estate," as well as narrow categories, such as specific hashtags unique to your region or local market.

- **WHERE TO SEARCH**

Search as much as possible all corners of the Internet. Where you look largely depends on your industry and where your customers spend time online. Check the list below for ideas:

- √ Social Media Channels

- √ Search Engines

- √ Your own Website

- √ Industry-Related or Review Sites

- √ Other Sales Channels (if applicable)

- √ Blogs or third-party websites (If a blogger has featured your product, service, or company, review the post and any corresponding comments)

- √ News Outlets



## CONCLUSION

Based on what you've found and documented, use the following questions and actionable tips to help you conclude your evaluation.

All of your insights should boil down to one overarching question:  
'How will I use these findings to positively impact my brand or business?'

How am I or my business perceived online? Why?

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Is it in line with the purpose and vision I defined in the previous chapter?

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What are the steps I need to take in order to realign my online presence with my vision (if necessary)?

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## TIPS

- Highlight the positive keywords used to describe you or your business in your future branding efforts.
- If you found negative comments, determine the main cause of the issue, create an immediate solution to address the problem and set up a process to prevent it from happening in the future.
- If you were unable to find mentions about you or your business, you might want to consider creating and promoting a channel to receive feedback.



*Mai Hong*  
CEO



CHAPTER 4

# BUILDING MY BRAND

How will your (future) brand look and feel like?

How will you express your brand's personality to attract the right type of audience?

Every element plays a key role in positioning yourself and achieving your business goals, from your message to your logo and your personal signature, as well as all the styling details such as the colours and the imagery you will use.

Your personal brand style should communicate clearly what your personal brand is all about, and at the same time use a language that resonates with your target audience.

**"If you don't build a personal brand, someone else will brand you with the wrong label."**

Richie Norton

# Define your target audience

After uncovering what makes you unique and analyzing your online presence, it is now time to shift the focus to identifying your target audience. The key is to characterize customers based on the problems that you solve or value you provide them.

The questions and answers will widely vary based on the nature of your industry or business, but the following are some examples you can use to get started.

What customers (or industries) are served by my business?

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What type of a customer or company do I prefer to work with or consult?

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Where are these customers located? Do their needs vary by region/ location?

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What are the unique characteristics of each customer (or organization)?

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What are their main pain points?

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What threats does this market face?

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# Craft your message

Well done! You are now ready to create your personal brand statement. Your personal brand statement should be brief, (one sentence, if you can) clear, memorable, and solution oriented.

Once crafted, your personal mission statement will act as the building block for your brand. It should set the tone for how you engage with the world and shape your voice.

Here's a suggestion of how to articulate your brand statement:

I help [target audience] verb [market needs] by [value].

I use my [unique attributes] to [value or purpose] for [target audience].

Example:

*I help small to medium-sized businesses to grow sustainably and boost their market reach up to 27% by creating tailored referral programs.*

*I use my expertise and customer-focused approach to build relationships with key decision makers that evolve into lasting partnerships between real estate agencies and investors.*

Now, try writing yours below:

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# Create and style your logo

If you want to make sure that people will trust your business with theirs, your logo should be a clear indication of your professionalism and the quality of your work.

Ideally, it should represent you and your whole brand in a nutshell: unique, memorable, timeless and professional.

These are the very core values of Photologo's brand itself. We're proud to say that each logo is custom made and handcrafted from the very first sketch until it reaches your email inbox. [Click here for a sneak peek of what makes our logos special.](#)

## PLACE YOUR LOGO HERE

.....

*Your Brand*

.....

## OTHER VISUAL ELEMENTS

### Typography

Heading:

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Body:

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### Color Palette

#### Primary

Hex #:

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Hex #:

.....



#### Secondary

Hex #:

.....

Hex #:

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CHAPTER 5

# TURNING INSIGHT INTO ACTION

*Andrew Smith*  
AUTHOR

The visual elements, combined with your core personal brand statement serve as a compass for your future image.

Whether it's your business card or a simple post on your Twitter profile, both should consistently reinforce the essence of your business. In the process, you should also go through your materials that already exist, and eliminate those that might not be in line with your new brand.

Ultimately, do not be misled by the term 'personal branding'. A successful brand is not just about you, but instead it is based on the value you deliver to your target audience.

Listen to their voice and their needs, take time to genuinely connect and build relationships.

**"Brand yourself for the career you want, not the job you have."**

Dan Schawbel

# Personal Brand Deliverables

Now it's time to bring your insights to life. Here's a checklist of items you may want to create or spruce up with your very own personal brand.

## ONLINE

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- Update/ set up your social media profiles
  - Facebook
  - Twitter
  - LinkedIn
  - Instagram
  - Pinterest
  - Others
- Get a professional headshot photo taken
- Update or setup a personal blog or website
- Share your posts on your social media profiles
- Include a link to your website or blog in your CV/ business card
- Create a branded email signature

## OFFLINE

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- Business Cards
- Invoice
- Letterhead/ Stationery
- Rubber Stamp
- Portfolio/ Brochure
- Flyers, posters or other printed material
- Direct Mail / Newsletter



*Olivia Taylor*  
FLORIST



CHAPTER 6

# NEXT STEPS

# Meet the Photologo Family



Photologo Initials Edition

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Photologo Extension Kit

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Photologo Metallic Edition

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Watercolor Edition

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PhotoStyle Edition

[LEARN MORE](#)



Social Profile Pack

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# About Photologo

As the team at Photologo, we would like to personally welcome you to the Photologo family. And to a community of Professionals that absolutely love what they do.

In this family, we like to share each other's journey, how we use our Photologo, network, and help each other grow. If this is something you'd like to join you can join the Photologo Professionals Community [here](#).

Speaking of sharing, we'd love to see the results of your work! Post an image with your signature logo and tag us on Facebook.

[www.photologo.co](http://www.photologo.co)

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