

# Personal Brand Canvas

Your personal brand is 1-2 sentences answering what you are the best at (value), who you serve (audience) and how you do it uniquely promise of intrigue. It makes the audience want to know more about you and ask questions. **Think of it as a catchphrase.**

## Who I am

My personality traits, talents, things I am good at. What words are used to describe you?

BRAND

YOU

Your Image

Your Mission

Your Values

Your Vision

## What I do

How do I apply who I am at work?  
How do I make an impact?

## Why I do What I Do

What am I achieving through my work?  
What gives me satisfaction and enjoyment?

## My Personal Brand Statement

I (What I Do) + (Who I am) + (Why I Do What I Do)