

PERSONAL BRANDING

W O R K B O O K

reaction
power
Power your online presence

Your Personal Brand

Your Name

Month

Year



Welcome

to an auspicious edition of brand

You

You may not realize your brand is already unfolding.
Your story is already being told – and you are at the helm, living it.

Are you ready to take control of your narrative?

The fact that you are here says YES.

And there's one thing we're certain of - you are uniquely extraordinary.

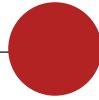
You've got a compelling story to tell your stakeholders, employees, peers, prospects and so many more. We're here to serve as your Assistant Editor, supporting you every step of the way.

Wandia

& the Reactionpower Team



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Today's top-performing leaders prioritize personal branding

There's a powerful force inside every one that, once unleashed, can make any vision, dream or desire a reality. It's time to awaken your force with your personal brand!

These 3 exercises will help you build a strong, authentic foundation for YOUR personal brand.

Think of this workbook as your personal playground. Use the questions to welcome new ideas and clarify your editorial vision for your brand.

Jot down your reflections.

Our goal is to help you implement your vision and remove roadblocks to your extraordinary brand. These exercises will help you craft and curate your way towards an impactful online presence.



EXERCISE

1

Start with

WHY?



Your Brand, Your Rules

A timeless brand expresses the deepest parts of you. It expands with you and expresses who you truly are! Here are thought starters to help you unearth the soul of your brand.

What are your values?

- ☐ What are 3 words you want to be known for? (e.g. focused, collaborative, connected, expert, ethical, warm, professional, approachable, smart, etc.).
- ☐ Think of someone you admire deeply. How would you describe them?
- ☐ Is there one event or person who has greatly influenced your life?

What is your purpose?

- ☐ What will you still be interested in 25 years from now?
- ☐ What is one problem you care about that's larger than you?
- ☐ What do you read about most often?

What are your core strengths?

- ☐ How do other people describe you?
- ☐ How do you uniquely add value to the marketplace?
- ☐ What makes you special?

Fast forward to the end of your life. Using one-word answers, what would you like your life to say?



EXERCISE

2

Define your brand



All great stories begin with an irresistible headline

It's time to write yours.

Craft a headline and a catchy blurb about yourself

You'll need a power statement headline that conveys the value you deliver.

Example: Engineering Executive | Six Sigma Black Belt | English/French
Fluent | Strategic Leader | Read my Profile!

Protip: Include your brand keywords - this will power the social algorithms to position you in relevant searches.

Headline

Summary



EXERCISE

3

Tell your story on purpose



Tell your story on purpose

Who is your audience?

Think of one person you'd like to connect with.

Example: Executive, Employee, Peer, Prospect

- What are the right channels to reach them?
- Why is what you are saying relevant to this person?
- What's the person's imperative to take action now?

Find your keywords

Research conversations happening around your areas of interest. Start with a search on Google and LinkedIn to see what's already ranking high on the first page and which related topics people are talking about.

You can also use tools like:

- [AnswerthePublic](#) to find out what questions and secret search queries your audience have
- [RiteTag](#) to see how the keywords you choose (and related hashtags) rank on social media

Who do you need to reach & inspire?

What are your keywords?



You **have something special!**

Your personal brand is an effective way to profoundly, positively influence perception and business performance.

I am so excited for what the future holds for you. Stay in touch with the extraordinary version of you that you are creating - the one who knows who you are and stands up to that unapologetically.

Our passion is serving you and helping you get more done. If you need help or support, don't hesitate to reach out! Learn more about what we can do for you at reactionpower.com/leader

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