

WORKSHEET 5: Determining Your Brand



Step 1

Ask three people—a family member, a friend, and a stranger — to share five adjectives that describe you. Ask them to prioritize adjectives that describe your personality and essence, as opposed to your appearance (yes, even strangers will be able to do this!).

Step 2

Now, identify a few professions that people who can be described by those 15 adjectives might occupy. Be as specific as possible. For example, I often get strong, confident, outgoing, and sarcastic. One role I could definitely play is a lawyer—but what kind of lawyer? Maybe a lawyer in finance, entertainment, or media. Or maybe a pro-bono social-justice lawyer in a public defender’s office.

Step 3

Next, consider geography. Where would this kind of person working in these kinds of professions live? Do they have more of an East Coast or Midwest sensibility? Are they big-city, urban dwellers or do they have a small-town vibe? To use the example of my own brand, it is definitely urban. I could play a Los Angeles-based talent agent, but I’d be even better suited for a high-powered New York City or maybe a Miami million-dollar real-estate agent.

Step 4

Finally, put all of this together into character type descriptions. For example: I’m the 7-figure lawyer in training OR I am the empathetic champion of the people.