

My personal brand statement



Use this template to help brainstorm and put together your personal brand statement.

Brainstorm

What do you do and who do you help?	Title/Industry:
What problems are you looking to solve?	Pain Points:
How can you solve these problems?	Service/Product:
What are your top skills?	Skills:

Experiment: Try the INSERT formula to workshop some different branding statements.

I help _____ to _____ by _____.

I help _____ to _____ by _____.

I help _____ to _____ by _____.

I help _____ to _____ by _____.

Personal Brand Statement

Notes