

Brand You

Developing a personal brand image is a slow process and requires continual effort and attention. The 10 items in this “Personal Brand Equity Plan” are **designed** to do two things:

- First, track where you are and the progress you’ve made in developing your personal brand image.
- Second, outline the most important things you need to do to continue building your brand equity.

Brand Equity is the set of assets and liabilities associated with the brand that either add to, or subtract from, the value or perceived value of the branded product or service. In Brand You terms it is anything that adds to or subtracts from your real or perceived value as a family member, friend, community member or employee.

The ideal would be to conduct a brand equity evaluation and develop an updated plan to increase your brand equity each year.





Personal Brand Equity Plan



1. I am currently known for (2 – 4 things)

2. By this time next year I plan to be known for (1 – 2 more things)

3. My current job/project challenges me in the following ways (1 – 3 ways)

4. New challenges I would like to take on in the next year (1 – 2 items)

5. New things I learned in the past 90 days (1 – 3 things)



6. New things I would like to learn or new skills I would like to gain in the next year (1 – 2 things)

7. Important new contact additions to my database in the last 90 days (2 – 4 names)

8. My public (local, regional, national) visibility program consists of (1 – 2 things)

9. My principal resume enhancement activity for the next 90 days is (1 item)

10. My resume is materially different from last year on this date in the following (1 – 2 ways)

