

# THE PERSONAL BRANDING CANVAS

Write your name

DESIGNED BY

Why do you want to do Personal Branding?

GOAL



## SKILLS (What you can do)

What talents, skills and know-how can you claim?

LIST THE MOST IMPORTANT AND RELEVANT FOR YOUR AUDIENCE:

- Abilities, talents (the things you do well)
- Technical skills (related to your Profession)
- Other skills (emotional, organisational, social, etc.)
- Know-how, expertise, domain knowledge (related to your Profession).

## IDENTITY (Who you are)



What makes you a special person in the eyes of your Audience?

CATEGORIES:

- Age, relevant physical traits
- Personality traits
- Acquaintances, network and special relationships
- Personal and professional history/heritage
- Stories and personal anecdotes you like to tell
- Idiosyncrasies, dislikes, people and things you hate and/or fight against, personal crusades
- Culture, interests, passions, causes you believe in
- Beliefs, personal challenges, ambitions, values
- Purpose (the ultimate reason behind your actions)
- Vision (who you would like to become in the mid or long-term future).

## ARENA

In which category, market or context do you compete?

## PROFESSION (What do you do and how you do it)



Name the profession you are in (or you would like to be in) and make a brief list of the main aspects of your approach to your work.

ELEMENTS:

- Profession (job title, role, specific responsibilities, duties, etc.)
- Approach (specialized in, focused on, multidisciplinary, unconventional, tailored, innovative, etc.)

## PROMISE (So what)



What do you promise to your Audience?

BENEFITS:

- Functional (problems solved, reduced risk, lowered costs)
- Emotional (feeling more: safe, relaxed, free, competent, confident, energized, reassured)
- Experiential (optimized or changed experiences, increased convenience or usability, improved performance)
- Cultural (the ideas learnt, the values embodied)
- Social (feeling more: recognized, loved, respected, connected to others, accepted, admired, important, etc.)
- Aspirational (the kind of person/organization they think they could be)
- Self expression (the kind of image they can communicate).

## POSITIONING (Why you)



What distinctive element do you emphasize in order to be considered by your Audience?

CHOOSE THE MOST RELEVANT, CREDIBLE AND IMPORTANT ASPECT FROM THE FOLLOWING OPTIONS:

- Values: indicate the special and inspirational ideas you believe in that influence everything you do
- Resources: specify the special things, credentials, facts, technologies, or assets you leverage or that make you credible
- Profession: specify your approach and / or the distinctive aspects of what you do
- Skills: explain what you know how to do particularly well
- Audience: indicate the industry, people, or specific organizations you focus on.



## AUDIENCE (Who needs to know)

Who are the most important groups of people you target to achieve your goals?

Who influences them? In what places or communities can you find them?

CATEGORIES:

- Customers, customers' customers (if applicable)
- Employers, employers' customers (if applicable)
- Teachers/professors, mentors
- Managers, colleagues and/or former colleagues
- Recruiters, Headhunters
- Your personal contacts
- Influencers (journalists, bloggers, opinion makers, etc.)
- Users, followers, fans
- Communities, centres of influence, institutions, associations
- Public opinion
- Etc.

## COMPETITORS

What kind of people, services or products are you compared to?

## COMMUNICATION (How they know you)



How do you become known by your Audience?

How do you create a strong relationship with your Audience?

How do you underline your Positioning?

BENEFITS:

- Personal Image, look
- Visual Identity (logo, graphics, etc.)
- Verbal Identity (bio, CV, slogans, taglines, etc.)
- Tone of voice
- Storytelling
- Books, publications
- Partnerships, sponsorships, advertising
- Press, media, public relations, networking
- Events, contests, presentations, public Speaking
- Digital marketing, social networks (LinkedIn, Twitter, etc.)
- Recruiting platforms
- Etc.



## REASONS TO BELIEVE (Why you are credible)

What makes you trustworthy to your Audience?

LIST ONLY FACTS THAT YOU CAN PROVE:

- Professional experiences, portfolio
- Professional results, ranking, prizes
- Relevant media coverage and/or quotes
- Written opinions and/or endorsements by renowned people
- Diplomas, certifications, internships, academic results
- Roles in associations, voluntary work
- Nationality, experiences abroad
- Academic roles, publications (books, articles, etc.)
- Intellectual properties
- Initiatives and/or projects
- Social media numbers
- Objects, assets, resources, facts
- Etc.

## INVESTMENTS (What you need)



In what activities, resources and/or partners do you invest in order to successfully Brand yourself?

DETAIL AND QUANTIFY HOW YOU INVEST IN:

- Assets, personal time and physical resources (e.g. daily time dedicate to social media)
- Marketing, communication (e.g. frequency of posts in a month)
- Suppliers, consultants, partnerships (e.g. web designer, coach, etc.)
- Training, education, courses (e.g. executive masters, public speaking classes, etc.)
- Intellectual property development
- Etc.

## RESULTS (What you get)



What results do you get through Personal Branding?

OUTLINE IF AND HOW MUCH YOUR PERSONAL BRAND HELPS YOU TO GET:

1. Known: they know about you and/or recognise you
2. Included: who knows about you, understands what you do (Profession)
3. Valued: who understands what you do, gets how you can help
4. Considered: who has valued you, gets your Positioning and considers you as one of the possible options
5. Chosen: who has considered you, likes you and chooses you over others
6. Confirmed: who has chosen you, confirms you over time (loyalty)
7. Recommended: your Audience recommends you to others and spreads the word about you (e.g. online).