



Building Brands | Enhancing Reputations

Brand Development Worksheet

A brand is an intangible marketing or business concept that helps people identify a company, product, or individual. People often confuse brands with things like logos, slogans, or other recognizable marks, which are marketing tools that help promote goods and services.

Intentionally developing your personal and professional brand is essential. It should be the foundation for everything you present in community and business settings. What perceptions do you want to create? What do you want people to say about you and your company or team?

Use this form to capture your thoughts and commitments:

The Legacy Brand I am intentionally creating is:

(what do you want to be known for, personally and professionally?)

I will know this is a reality when:

(what will you be doing and/or what will people be saying or doing around you?)

1. _____

2. _____

3. _____

Something I can/will tell myself every day that helps me stay focused on my Legacy Brand Building Goals:

(think of this as a grounding statement of a daily pep talk)

Three words that describe my professional brand

1. _____

2. _____

3. _____

The attributes I need to develop and/or strengthen are:

(where do you see gaps or extra attention needed now)