

Worksheet: Defining your Personal Brand

3 Words that you
want to be known for

What do these words
mean to you?

What actions are you
taking that tie back to
these words?

Raw material – Write down some ideas



Hook



What do you do / What are your passions ?

Raw material – Write down some ideas

 How Can you help you audience ?

 Call to action

Write your script – 1st Script + Feedback



Full Script Round 1



Feedback Round 1

Write your script – 2nd Script + Feedback



Full Script Round 2



Feedback Round 2

Write your script – Final Script



Final Script

Worksheet: Networking



Who is *external or internal* with whom I have not had a chance to connect with but would like to?



Why would I like to reach out to them?

Why have I not done this previously?

Worksheet: Networking



What is my strategy to get in contact with them?



What obstacles may I encounter and how will I overcome them?