



Attributes

What are your core attributes?

Benefits

What benefits do you bring to the table? What are your unique selling points? Is there is something you do better than anyone else?

Values

What are the values you stand for?

Personality

What is your personality? What do you want your peers to recognize as your personality? Think about whether you are casual or formal and what sense of humor you'd like to inject into your personal brand.

Soul

Who do you ascribe to be?