THE PERSONAL BRANDING CANVAS



INVESTMENTS



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.

BigName.pro/personal-branding-canvas/

Designed by @LuigiCentenaro, founder of BigName[®] (BigName.pro) the people and team innovation specialists for enterprise. Inspired by the work of Strategyzer.com and BusinessModelYou.com





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 BLOCKS:

- Identity: indicate what really makes you special in the eyes of your Audience (i.e. the special and inspirational ideas you believe in that influence everything you do)

- Reasons To Believe: 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 - Promise: that specific type of benefit you provide that makes you stand out from

the crowd - Audience: indicate the industry, people, or specific organizations you focus on.

Name the profession you are in (or you would like to be in)

- Profession (job title, role, specific responsibilities, duties, etc.)



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).

(How they know you)

COMMUNICATION

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

Etc.

- Books, publications
- Partnerships, sponsorships, advertising
- Press, media, public relations, networking - Events, contests, presentations, Public Speaking
- Digital marketing, social networks (LinkedIn, Twitter, etc.) Newsletter, Webinars, Communities

- Recruiting platforms



