

How to Discover your Brand Work-Sheet

Step 1

Answer the following questions:

What is your qualification?

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What is your interest?

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What do you want to achieve?

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What is/are your goal/s?

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What is your passion?

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How much are you currently perceived?

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How are you perceived in your personal and professional relationships?

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What is your industry sector?

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What is your market and target audience for your brand?

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What is the communication style you want to project?

What is your niche?

Step 2

Do the following exercise:

Draw three columns on a piece of paper (as shown below).

| Sl. No. | You Like Most | Others Like in You | Things that need Improvement |
|---------|---------------|--------------------|------------------------------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |

- **First Column:** Write down five things that you like most; it could be anything of your choice including your related to your study, hobbies, your strongest point, etc.
- **Second Column:** Write down five points more often you are appreciated for, by the people around you. It could be anything such as your honesty, your skill sets, your punctuality, your trustworthiness, your likeness, etc.
- **Third Column:** First match both the column A and column B and based on that write five points that you need to improve.