

## *Personal Branding Questions Stage 1 - Know Yourself*

---

### **1. Tell me about your talents**

If you were told that you had a gift in one area, what would it be? The answer to this is probably the thing that you are good at doing....it could be anything from the way you can communicate with people, to convincing people, to teaching people....right through to physical things (but as you get older, this may wane, so I'd prefer to hear about you non-physical talents!)

### **2. List Your top 3 Strengths**

If we were to ask your current and past managers what your top 3 strengths were, what would they be likely to say?

- 1
- 2
- 3

### **3. Unearth your passion**

What do you love to do? If you had all the money in the world, but still chose to do something with your time, what would it be?

### **4. Identify your values**

What are the top 5 values that you live by? If you are a parent, what do you believe are the top 5 values that you want to teach your children? (they can be the same values)

### **5. Define your career goals**

In thinking about your ideal job, is there a particular type of job that you have always thought about doing? Please describe the top 3 things that you would do in your ideal perfect job. Also, where do you see yourself in 5 years time ideally? In 10 years time?

### **6. Set your Financial Goals and Wealth Aspirations.**

What salary range are you aiming for in your next job? What salary range are you wanting to aim for in 5 – 10 years time?

### **7. Uncover the perception of your existing reputation**

If you were to ask 3 of your best friends or colleagues to describe your character in 3 words, what would they say? Similarly, what would they describe as your top 3 values?

## **Next Step:**

**Successful People Take Instant Action Upon Completing this Exercise.....I'd like to hear how you go with the following:**

### **Refine identity to match desired perception**

If you were successful attaining your career goals over the next 5 – 10 years, what type of reputation and image would you like to have developed? Now think about any changes you will have to make in order to become congruent with your future image. Changes may relate to tweaking your daily routine, your behaviour towards a particular issue, or your current mindset.

*Good luck, and enjoy the journey! If you have any questions about this, please feel free to contact me via phone or email.*

Kind regards  
Bonnie Power