



Annie Margarita Yang

The 5-Day Job Search by Annie Margarita Yang

Carving Your Mark: A Personal Branding Worksheet

As you venture through the journey of personal branding, it's essential to recognize the power of your unique story. The story shared in Chapter 17, "Telling Your Unique Story Through Personal Branding," illuminates the significance of intentional and meaningful personal branding. Your brand is not just about your visual identity; it's about communicating who you are, what you stand for, and why you're distinct.

This worksheet is designed to guide you through the process of understanding and expressing your individuality to the world. This isn't a test—there are no "right" or "wrong" answers. It's about honesty and self-reflection. So let's have some fun with it!

Don't rush this process. Reflect on the questions, take your time, and only jot down your answers when you feel ready. By the end of it, you'll have a comprehensive snapshot of your personal brand to guide your graphic designer or help you start creating your own visual style.

Remember, your personal brand is your unique signature to the world. Use this exercise to build a brand that reflects your true self and stands out in the crowd. Good luck!

Personal Foundation

Your full name:

Your occupation/profession:

Your contact details (email and phone number):

Your location (city and country):

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Target Audience

Your ideal clients or customers:

The demographic profile of your ideal clients or customers (age, gender, income, location, etc.):

Personal Brand Narrative

A concise statement that reflects your unique value proposition, expertise, and personal style:

Brand Values (The values you want your personal brand to convey (for example: honesty, creativity, reliability, etc.):

Visual Identity

Your preferred color scheme for your brand (reflect on the messages you want to communicate through color):

Your typography preferences (consider styles like modern, classic, bold, etc.):

Any existing logo or design assets:

Online Presence

Your existing social media profiles:

Your personal website or blog (if applicable, please provide the URL):

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Professional Achievements and Credentials

Your educational background:

Details about your work experience:

Any awards or recognitions:

Any certifications or licenses relevant to your profession:

Personal Style and Tone

How you want to be perceived by your target audience (for example: professional, friendly, approachable, authoritative, etc.):

Content Preferences

The types of content you plan to create (for example: articles, videos, podcasts, etc.):

The topics you want to focus on in your content:

Your desired content style (for example: informative, engaging, thought-provoking, etc.):



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Goals and Objectives

Your short-term and long-term personal branding goals:

The outcomes you desire from your personal branding efforts (for example: increased visibility, more clients, speaking engagements, etc.):

Budget and Timeline

Your budget for your personal branding efforts:

Your desired timeline for implementing your personal branding strategy:

