



Define your Personal Brand

Personality

What words would people use to describe you?

How do you make people feel?

How do you communicate and express yourself? What is your voice?

Why do people want to spend time with you?

Mannerisms, Habits and Body Language

Do you maintain strong eye contact when talking to people face to face or do you shy away?

Do you take your surroundings into consideration when using foul language?

Do you show emotion through facial expressions?

Do you sit up straight or slouch?

Do you bite your nails?

Do you chew gum?

Do you cross your arms?

Do you have mannerisms you don't like and if so, are you open to changing them?

Values

What are your values?

What do you believe in?

What is your moral stance?

Are people aware of your values?

How do you share your values with people?

Passions, interests and hobbies

What are your passions, interests and hobbies?

Do you actively pursue these?

Are people aware of these?

How do you share these with others?

Personal style

Does your look and style reflect your personality?

How would people describe your look and style?

Are you happy with your current look and personal style? If not, are you open to changing it?

Career

What are your strengths at work?

What are your best qualities at work?

Do you seek out opportunities to demonstrate your qualities and strengths to your colleagues and manager?

How do your colleagues and manager perceive you?

Do you need to work on any of your weaknesses and turn them into strengths?

Now, [click here](#) to return to the blog and download our 8 tips on how to build and grow your personal brand.