

PART ONE

Brainstorming

What does my company do	Why am I doing it? Why did I start it?
What is my industry?	What do I have that my competitors lack?
What are the benefits of my offer (products/services)	Who is my product/service for? (target audience)
Why should people buy from me? (advantages of offer)	Challenges I face and how I overcome them

PERSONAL BRANDING WORKSHEET FOR VIRTUAL ASSISTANT COURSE MODULE 3

PART TWO

Worksheet

Brand values	Font Colors Design templates
Product packaging	Content management Social media Writing style Brand voice
Professional headshot Body language Business cards Letter head papers Corporate gifts	Photography style Watermark style Photo filters
Main logo/logo variation Watermark styles Custom email address Website	Brand story

Notes:
