



# PERSONAL BRAND WORKBOOK

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DISCOVER YOUR PURPOSE. CLARIFY YOUR VOICE.  
BEGIN YOUR BRAND JOURNEY.



YOUR BRAND  
IN THE MEDIA

[www.jjrmarketing.com](http://www.jjrmarketing.com)

Your personal brand is more than a title or resume, it's the story, purpose, and passion that set you apart.

At JJR Marketing, we believe that everyone has a unique voice worth sharing, and this mini-workbook is your first step toward discovering yours. Whether you're a leader, entrepreneur, creator, or professional balancing multiple roles, this guide will help you reflect on your identity, clarify your purpose, and start envisioning what your personal brand could look and feel like. It's a taste of the powerful, full-scale process we offer to help you show up in the world with clarity, confidence, and connection.



## STEP 1: THE MANY HATS YOU WEAR

### START WITH AWARENESS. WHO ARE YOU BEYOND YOUR CURRENT TITLE?

List out all the roles, responsibilities, and identities you carry—personally and professionally.

*Examples: Community Leader, Mother, Speaker, Author, Engineer, Volunteer, Activist, Coach, Artist, Innovator*

I am...

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*"I want to be known for more than just my job title."  
If this resonates with you, you're in the right place.*

## STEP 2: DEFINE YOUR PURPOSE

### LET'S BOIL IT DOWN:

If your purpose were a **verb** and an **adjective**, what would they be? Keep in mind this is your PERSONAL purpose, not your purpose at work or in a single role. What purpose shows itself through your initiatives?

*Examples: Elevate Latinas, Support Children, Encourage Professionals*

**I help others to:** (verb- action you take)

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**I serve:** (who you help or impact)

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## STEP 3: VISUAL IDENTITY KICKSTART

Your personal brand should be a representation of you. But there are also things to consider like your industry and the message you want to convey.

### BASIC COLOR MEANINGS:

**Red:** Passion, Action, Boldness

**Blue:** Trust, Wisdom, Reliability

**Green:** Growth, Balance, Peace

**Yellow:** Optimism, Creativity, Energy

**Black:** Sophistication, Power, Elegance

**White:** Clarity, Simplicity, Clean

**What colors resonate with you and why?**

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### ICONS & SYMBOLS:

Do any shapes, images, or symbols keep showing up in your life or work?

*Examples: a compass, tree, microphone, feather, lightbulb, lion, heart...*

**Write down any that stand out:**

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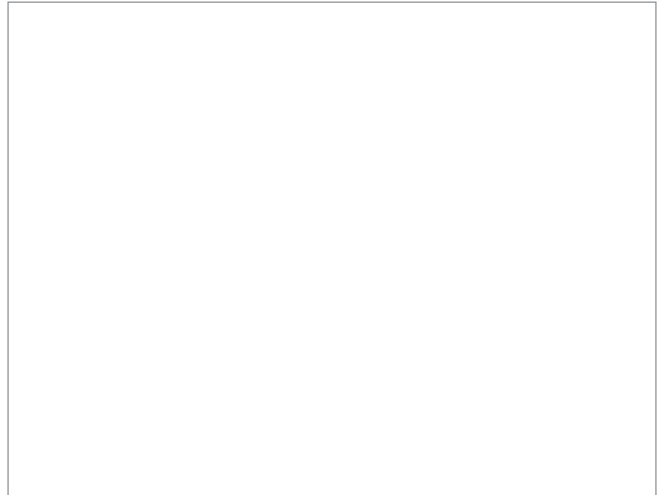
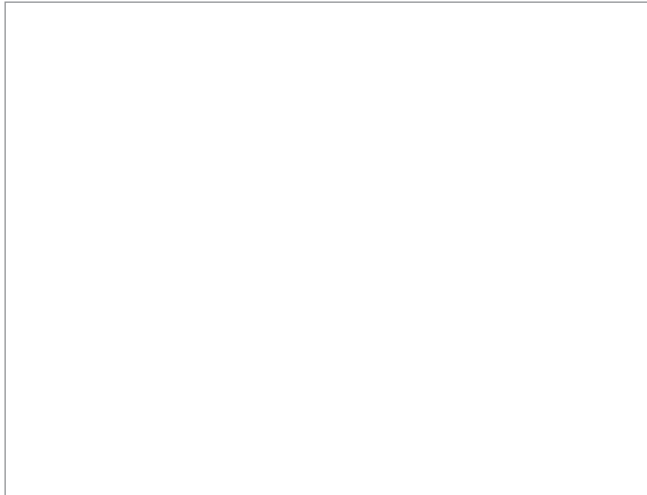
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TAKE A SHOT! MOCK UP A COUPLE LOGOS WITH COLORS  
AND ELEMENTS YOU MIGHT LIKE.



STEP 4: **DREAM BIG**

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Your personal brand isn't just about where you are. It's about where you're going.

Write down some **big dreams**. Things you'd love to do if your personal brand opened the right doors:

**Get invited to speak at...**

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**Be featured in...**

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**Launch a...**

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**Start or join a movement around...**

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**Write a book about...**

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**Be known for...**

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## STEP 5: GATHER YOUR EQUITY

What are your proudest moments so far? These are the building blocks of your brand. Think back 5–10 years. What moments made you proud, seen, or fulfilled? These are clues to your legacy.

List any:

- Awards
- Recognitions
- Projects
- Media Mentions
- Community Involvement
- Milestones

Start your list here:

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*“I’ve done so much, but there’s nowhere people can see it all.”  
That’s where we come in.*

## WHAT’S NEXT?

We hope this workbook inspires you to ignite your personal brand and incorporate it into your daily life. If you’ve been hiding behind your company logo or waiting for the “right time” to start—this is your sign.

**THE RIGHT TIME IS NOW.**

At JJR Marketing, we help people just like you take their ideas, accomplishments, and purpose and turn them into a full, branded experience that gets noticed—and remembered.

**SCHEDULE A FREE, NO-OBLIGATION  
DISCOVERY CALL WITH JACKIE AT JJR  
MARKETING.**

Let’s find out if a personal brand is the right move for you. We will take you on the full, in-depth journey to get you where you want to be!

