

Personal Brand Story

- A brief and compelling story about the value you create for others
- Highlights key attributes that showcase who you are and what you do well

Questions to ask yourself

- Are you ready to move on?
- What lingering doubts or ongoing tensions do you have with respect to your previous role or employer?
- How will you prevent these 'holdovers' from showing up in your communication with a new client or potential employer?
- What do you want to be known/sought after for?

How to create your story

- Reflect: Who is your target audience/client/employer? What are their needs and priorities?
- Document: Make a list of your values, interests, strengths, and specialized skills
- Refine: Choose keywords that define what you do best (e.g. innovative, leader, solution-focused, driven, creative)

Example: *"I am an insightful content creator with a passion for building brands and improving social sustainability."*

Quick tips



- Keep your story short
- Proofread and memorize it
- Use your own voice

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When to use it

- Networking
- Cover letter
- Resume
- Job interview
- Email signature