



## CREATING YOUR PERSONAL BRAND

THE POWER OF CONNECTION & COMMUNICATION  
FOR SUCCESS

**ENCORE** **REVOLUTION**

*True purpose. Powerful message. Massive impact.*

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## **WORKSHEET: ENGAGE YOUR CORE – BODY & ENERGY AWARENESS EXERCISES**

It's important to tune into your body, as it can be a gauge to let you know if you are on or off-track. I'm sure you've heard or said the phrase, "I'm just not feeling it." So when you DO feel it, then you're emotionally connected to what you are truly passionate about. Your body can be one sign to help you know if you're on the right path.

It's also important to be aware of your energy before going into a new business meeting or a job interview. Passion is contagious, but the opposite is also true. If you are lackluster about an opportunity or have low energy or high anxiety around it, others will sense it. Here are two exercises you can do to begin to create more awareness.

### **1. BREATHE THROUGH YOUR HEART**

It is proven that your heart has as many sensory characteristics as your brain. Science is able to measure your energy 10 feet out from your body! (<http://www.heartmath.com>) Before you go into an important meeting, a difficult conversation, or if you're just feeling nervous or stressed, do this simple exercise for just 1 minute and it can make a difference.

**Sit quietly. Close your eyes. Take a deep a deep breath in and out. When you do, visualize your breath going through and around your heart. Take a few more slow, deep breaths with this same image in your mind. This brief breathing and visualization exercise (under a minute), can help you to be calmer and clearer before walking into ANY situation.**

NOTE: Try documenting what happens when you try this over a period of a week or so. Note how it made you feel and how it affected the outcome.

### **2. YOUR BODY - YOUR GAUGE**

**Think of 3 things that you are deeply passionate about: personally or work-related.**

**Something that really excites you and energizes you. It could be an activity you love, a place you love to go, something OR someone you love. We want to focus on positive things here.**

**When you think about these or talk about them with others, and you feel the excitement building in your body, where specifically do you feel it? What are the sensations?**

**Write them down:**

- 1.
- 2.
- 3.



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## WORKSHEET: CORE VALUES

What are your core values? These are values that are very important to you in all aspects of your life. How you live, your work ethic, in your relationships. Pick 4 or 5 adjectives that you see as your core values, and number in order of importance, 1 being most and 5 being least. (This is just a short list, so if there are words that resonate with you more deeply, please add them.) Start by selecting as many of these that you connect with (tune in to how you feel about them energetically). Then narrow them down.

Identify why you selected them. This is a very short list, just to get you thinking, so if there are others that come to mind for you that aren't on the list, write them down.

Polished	Humble	Analytical	Incisive
Calm/Cool	Imaginative	Determined Precise	Sound
Demystifying	Tough	Consistent	Assertive
Alert	Driven	Prestigious	Splashy
Edgy	Effortless	Easy	Built for speed
Visionary	Open-minded	Process-oriented	Steady
Brilliant	Influential	Equipped	Dependable
Efficient	Communicative	Purposeful	Timeless
Accessible	Insightful	Classy	Elegant
Capable	Discerning	Rational	Trustworthy
Facilitating	Intuitive	Reliable	Friendly
Proven	Systematic	Resilient	Habitual
Aggressive	Inventive	Hip/cool	Clever
Familiar	Leader	Agile	Uninhibited
Straightforward	Listening	Responsive	Dreamers
Broad-ranging	Clear	Service-driven	Worldly
Fearless	Logical	Deliberate	Confident
Down to earth	Advanced	Simple	Flexible
Unconventional	Challenging	Creative	Steady
Expansive	Mechanical	Solicitous	Inclusive
Arrogant	Credible	Direct	Fluid
Focused	Mentoring	Fast	Energetic
Connecting	Natural	Sophisticated	Unflappable
Fresh	Objective		Innovative



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## **WORKSHEET: CREATING A PROFILE OF YOUR "TARGET AUDIENCE"**

Have you ever thought about the fact that your co-workers, bosses, employees, managers and customers are all "target audiences" in their own right? Just like a company or business often does market research to understand their clients and customers, it's good for you to think about who you are communicating with in your day-to-day work.

If you want to have good working relationships, you need to have compassion and understanding for who you are interacting with and try to see things from their perspective.

This can help you connect with them in a more powerful way, and can also be very helpful if you want to advance within the company.

**Then play around with ideas on what's going on with them and why they need you. Write the answers to the following questions.**

Identify some things you bring to the table:

- What do they need from you? Why do they need you? Is there something you are responsible for that takes something off their plate or a weight off their shoulders?
- Are they in a situation where you can capitalize on the opportunity to provide a solution?
- What solution are you providing? What is the value you bring? How are you helping them?
- Are they stressing out because they need someone just like you?
- What keeps them up at night? Or gives them a pit in their stomach when they wake up in the morning that you can help them with? Can you have compassion for them?
- Think about what they might be going through emotionally in relation to what you provide.

Get into how they might be feeling!

**This is an opportunity to look at the value you bring, not just as someone filling a job slot but who you are and what your value is as a human being. It's important to honor your value!**

- Do you collaborate and work well on a team?
- Do you have ideas for the good of the organization?
- What skills can you bring to the table?



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## WORKSHEET: THE BALANCING ACT

How do you balance your personal side with your experience and expertise without providing "TMI"?! It's important to share enough of who you are at the core (but not too much) and combine it with the experience and expertise that brings credibility.

This can be a tricky balancing act, particularly with social media in the mix. Platforms like LinkedIn provide a great place to present your business experience. Even there it's important to add in some of your personality. You need to be careful in other social media environments as well. Your overall online footprint that others might see, can create a perception about you. Be sure it's representing who you are authentically, and presents the you that can help you on your journey of where you want to go now and in the future.

Try the following exercise to help you balance things out.

Make a list of the top 5-10 accomplishments from your past work or educational experience that have contributed to who you are and perhaps why you are doing what you are doing now. Some examples: an award you've won, a successful project that you had a key role in, highlights from your resumé. If there are accomplishments from your personal life that stand out for you, you can include these on the list.

Some non-work related examples might include: achieving a sports-related goal, doing something for a non-profit cause you are passionate about, an obstacle you have overcome, an art you have pursued and mastered.

Then include statements around WHY you are particularly proud of each of these.

Was there a particular aspect of this accomplishment that you loved the most or are super passionate about?

What is the most exciting thing about it that jazzes you and lights you up? What was your motivation?

Why do they matter to you on a more personal deeper level and how have they made you a better person?

Now take each of the accomplishments from the left and think about how these might be important in your current work and why would these be important to the company you work for?

Ask the question "so what?" and why should anyone care? What do these say about you and how you live your life?

Are there core values reflected from your personal side that align with those of the company you work for? These would be important to highlight.

Are there aspects of the accomplishments on the left that bring big value to your current job or position? If you're not bringing it now, how can you incorporate more of these into your day-to-day activity?

What motivates you and how can you motivate others on your team or in your department?