The CEO of Me
Exercise #1
Personal Brand Exercise

Fill in the following:

- Brand Description:

- Packaging:

- Tagline:

- Positioning Statement:
## Exercise #2
Positioning Statement Worksheet

____________________, CEO of Me, Inc.

(+) (Name)

<table>
<thead>
<tr>
<th>My qualities and characteristics. What makes me, “ME”</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Core Values</td>
</tr>
<tr>
<td>What makes me distinctive?</td>
</tr>
<tr>
<td>What have I accomplished?</td>
</tr>
<tr>
<td>What is my most noteworthy personal trait?</td>
</tr>
<tr>
<td>What benefits do I offer (or problems do I solve)?</td>
</tr>
<tr>
<td>Who is my target audience?</td>
</tr>
</tbody>
</table>
**Exercise #3**
Positioning Statement

____________________, CEO of Me, Inc.

(Name)

<table>
<thead>
<tr>
<th>I am</th>
<th>(characteristics)</th>
</tr>
</thead>
<tbody>
<tr>
<td>who has</td>
<td>(accomplished)</td>
</tr>
<tr>
<td>because I am</td>
<td>(unique strengths, key behaviors, noteworthy trait)</td>
</tr>
<tr>
<td>and I can</td>
<td>(benefits you offer)</td>
</tr>
<tr>
<td>for</td>
<td>(target audience)</td>
</tr>
</tbody>
</table>
Exercise #4
Branding Worksheet

____________________, CEO of Me, Inc.
(Name)

- Positioning Statement: __________________________________________________________
  __________________________________________________________
  __________________________________________________________

- Packaging
  (appearance, style, colors, tone):
  __________________________________________________________
  __________________________________________________________
  __________________________________________________________

- Tagline: __________________________________________________________
  __________________________________________________________
  __________________________________________________________

- Brand Description: __________________________________________________________
  __________________________________________________________
  __________________________________________________________
Exercise #5
Marketing Plan Worksheet

____________________, CEO of Me, Inc.
(Name)

- **Objectives (SMART):**
  (how you define success)

- **The Roadmap:**
  (how generate awareness, adoption and retention)

- **Target Audience:**
  (who, where they are)

- **Action Plan:**
  (when will you do what)