



## Personal Branding Checklist

Basic Information	
NAME	
DATE	

What is your primary personal branding goal?

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## Essential Personal Branding Elements

	<b>A Quality Photograph</b>
	<b>A Measurable Written Goal</b>
	<b>A Clear &amp; Focused Message</b>
	<b>An optimized LinkedIn Profile</b>
	<b>A Personal Website/Blog</b>