



## The Brand Called YOU: Marketing Yourself for Success Globally

“Success happens when reality catches up to your imagination...”

*Simon Sinek*

“Of all the Charlie Browns in the world, you’re the Charlie Browniest.”

*Charles M. Schulz, Peanuts*

Your personal marketing plan is your guide to personal brand development. It organizes your thoughts about your competitive advantage, points of difference, and positioning. It defines your opportunities and helps you construct future plans for action. In a sense, it is your own, personal marketing plan.<sup>1</sup> A marketing plan is an important part of your personal brand development and global competitive stance.

In preparing your personal marketing plan, keep in mind what you are going to market about yourself, to whom, and why. This is your map for planning and measuring your performance, so include as many hard facts as possible, as well as measurable goals and timelines. The plan should be concise, factual, and easy to read.

### Explanations for the Personal Branding Worksheet

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**Mission Statement:** Summarizes your purpose, values, ideals, vision, and overall goals. The mission statement provides the foundation upon which further planning is based. What is your reason for being and your desired contribution to society? Keep your statements clear and easy to follow. Consider your background, assets, and aspirations. Your mission is at the intersection of what you love, what you are good at, what you can be paid for, and what the world needs.

**Personal Goals:** Describes what your personal focus and goal settings are on the basis of favored field of expertise in the short and long term. Michael Porter is famed for saying that sound strategy starts with having the right goals. Goals should be Specific, Measurable, Achievable, Realistic, Timely, Ethical, and Reachable (SMARTER). Long-term goals are 10 year goals, mid-term goals are 5-year goals, and short-term