Professional Branding Scorecard

Companion to "Professional Branding"

90 MINUTES FOR A FIRST PASS

HOW TO USE THIS SHEET

1. Score each statement out of 10 twice: once for your current self, once for the self you want to be.
2. Write the gap. The number that matters is neither column, it is the distance between them. Some of these you are allowed not to want: an ideal of 10 everywhere tells you nothing.
3. Find your personal monopoly: what is easy for you and hard for 99% of people, what you could talk about for ten years, and what your five closest friends say when they describe you.
4. Write your value proposition in one sentence. Five fast, bad versions first: the fifth is usually the honest one.
5. Name who you serve and what they struggle with. Then take the widest gap and give it one action this month.

	Current self out of 10	Ideal self out of 10	Gap ideal minus current
1 I know who I am.			
2 I make others know who I am.			
3 I am likable.			
4 I generate trust.			
5 I am captivating.			
6 I connect emotionally.			
7 I have something valuable to offer.			
8 I am known, recognized and remembered.			

PERSONAL MONOPOLY: EXPERTISE X INTEREST X PERSONALITY

VALUE PROPOSITION, IN ONE SENTENCE

AUDIENCE: WHO, AND WHAT THEY STRUGGLE WITH

THE WIDEST GAP, AND ONE ACTION THIS MONTH