9Sectors

Personal Brand Starter Worksheet

The questions we ask in a first positioning session — complete it on your own.

This worksheet holds the questions we begin every engagement with. Work through it in order, by hand if you can. The aim is not elegant answers but specific ones. Give it forty-five uninterrupted minutes.

HOW TO USE IT

- Work in order; each section builds on the one before.
- Write the specific answer, not the general one. "The financial sector" is general; "payments licensing" is specific.
- Section seven (boundaries) matters most in practice and is the one most people skip. Do not skip it.
- Come back to it in a month. What you cross out then is what was never true.

01 The five questions you are actually asked

Write down five questions you were asked in the past six months — in a meeting, by a colleague, by someone you met. Real questions, not the ones you wish you were asked.

02 What your peers could answer too

From that list, cross out every question ten people in your city could answer to the same standard. Write what remains here.

03 The audience

Who specifically do you want to know you? Write a job description and a field, not "people" or "those interested". Then write down who you stop trying to convince.

04 The evidence

For everything you want to be known for, write one example from your own work that supports it. A message without evidence collapses at the first serious question.

05 What your peers are not saying

Name three people or organisations in your field that you follow. Which subject do all of them avoid? That is the space available to you.

06 The pillars

Turn the above into three content pillars. For each: its name, its audience, and one example angle you could write about this week.

07 The boundaries

Which subjects do you not want to be called on for? And why? Write them now, because a decision made in the moment is always worse.

08 The voice

Write five words or phrases you genuinely use, and five you never want appearing under your name. This is the start of your voice guide.

09 The available time

How many hours a month can you actually give this — not how many you wish? And when in the week? A plan that ignores this question fails in week three.

10 One sentence

Write one sentence: "I am the person asked about _____ by _____." If you cannot complete it, go back to section two.

This worksheet was produced by 9Sectors. You are free to use and share it. It carries no contact details, because those are added once confirmed.