



Crafting Your Personal Brand

Self-Reflection Journal Prompts

- Who am I to the world?
- What are my strengths and weaknesses?
- What do I value?
- What are my favorite things?
- What am I passionate about?
- What do I believe in?
- What have I achieved?
- What do I stand for?
- If my life were a color scheme, which would it be?
- If my life were a genre of music, which genre would best represent it?
- Which brand/person/influencer do I most aspire to be like?
- Which things/events/people/etc. in my life have shaped my character the most?
- If my life were a novel, what would the cover of the book look like?
- If my portfolio could only showcase 3 things, which things would I choose?
- If I could describe my personal brand in 1 word, phrase, or sentence, what would it be?
- How would I describe my character to someone who's never met me?
- What do I hope to one day be known for?
- During my lifetime, I would like to:
 - Travel to which 3 places?
 - Adopt which 3 hobbies?
 - Master which 3 skills?
 - Own which 3 material things?
 - Learn which 3 things?
 - Contribute to which 3 causes?
 - Have which 3 experiences?
 - Achieve which 3 goals?