

Personal Brand Template

What is your **passion and purpose**? What do you do that is very natural for you? What do you love to do so much you lose track of time when you are doing it? What have you accomplished in life that you feel great about?

What are your **values**? What do you stand for? (i.e., honesty, integrity, teamwork, drive, agility, vitality, etc.)

What are your short term and long-term goals?

How do you want to be perceived? (i.e. linear, focused, collaborative, connected, expert, ethical, etc.)

What are your core strengths?
What are your weaknesses? (not to beat yourself up but to understand them so you don't try to pursue something where one of your weaknesses is mandatory)

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How do other people describe you?

Who is your target audience? Who do you want to work with or for?

Who is your competition?

What makes you the ideal choice for your target audience rather than your competition, i.e., what makes you different?

Personal brand statement: I am a marketing coach and trusted marketing advisor for small business owners who need expert guidance while maintaining a modest budget. I help them take control of their marketing by learning, incorporating and executing effective strategies to achieve better results.

About Debra



Debra Murphy is president of Masterful Marketing®, a full-service marketing agency that provides marketing services to small businesses who want to invest in the success of their company. Her mission is to help business owners navigate the complex maze of online marketing.

Experienced across all traditional marketing channels, Debra specializes in inbound marketing, a combination of search, social media and content marketing, to help small businesses effectively utilize digital marketing to increase visibility and generate inbound leads.

In combination with her marketing expertise, Debra has incorporated the 90 Day Year System of Performance, Achievement and Execution into her services. Incorporating this unique, proven and science-backed system of high performance into your day-to-day execution, helps you get more done in 90 days than most do in one year.

Find out more about Debra at her website: [Masterful Marketing](#).

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