

PERSONAL BRAND CANVAS

YOUR TOPIC:

What is your topic?
What are you an expert in?
What can others learn from you?

1

POSITIONING:

What is your vision?
How do you stand out from your competitors?
Why should your customers choose you over the competition?

7

YOUR CONTEXT:

What context are you in?
(Ex: employer, career changer, mother of three, triathlete...).

8

YOUR APPEARANCE:

What does your brand look like?
Do you have a trademark?
What feeling does the brand appearance convey and how?
(e.g. colorful, minimalist, black turtleneck sweater...)

9

YOUR VALUES:

What are your values?
What do you stand for?

6

CHANNELS:

Which channels (online & offline) do you use to reach your target group?
Which channels do you feel comfortable with?

5

YOUR CUSTOMERS' BENEFITS

How does your target group benefit from you?
What can others learn from you?
What can you pass on to others?

4

POSITIONING:

What do you want to achieve?
Why do you want to expand your personal brand?
Try to formulate your goals as SMART as possible.

2

YOUR TARGET GROUP:

Which target groups do you want to address in order to achieve your goals?
Describe your target group as precisely as possible.

3

PERSONAL BRAND STORY (FOR PROS)

10

Stage 1: The ordinary world

What did your everyday life look like for a long time?
What did you miss about it?
What have you always wanted to do?

Stage 2: Call to Adventure

When was your wake-up moment?
What did it look like?

Stage 3: Refusal of the Call

What were you afraid of?
How did people react to your plans in the beginning?

Stage 4: Meeting the Mentor

Who was your „mentor“?
Which personalities inspired you and still do?

Stage 5: Crossing the first threshold

How did you feel when you took the first step?
What were the first difficulties?

Stage 6: Challenges, tests, allies, enemies

What did you learn about yourself in the early days?
How are you different from your old self now?

Stage 7: Innermost Cave

Who was your opponent?
What did you learn about yourself from him?

Stage 8: Ordeal

What is your biggest fear?
What has been the most difficult decision of your life so far?

Stage 9: Reward

What was the moment of your greatest triumph?
What conclusions did you draw from it?

Stage 10: The road back

Could you imagine returning to your old environment?
Do you miss anything?

Stage 11 & 12: Resurrection & Return

How have your principles changed compared to the past?
What do you still want to achieve in your life and what values do you want to pass on to others?

This canvas is a derivative of the Business Model Canvas developed by Alexander Osterwalder.
The Personal Brand Story section is a mapping of the reflections of Hermann H. Wala in „Ich endlich einzigartig“ (Redline Verlag; 2018) based on the hero’s journey according to Joseph Campbell.

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