



COMPANION WORKBOOK

INFLUENCE UNLEASHED

Forging a Lasting
Legacy Through
Personal Branding

VICTORIA
PELLETIER



WORKBOOK OVERVIEW

CHARACTER DEVELOPMENT

Your Brand Foundation
The Three Acts of Engagement

KEY ELEMENTS OF BUILDING YOUR BRAND STORY

The *Why* of Your Personal Brand

Who you Are	Core Values
What You Do	Your Ideal Audience

The Arena of Your Identity

"I AM" Statements	Accessibility
Humility	Introversion + Extroversion

LONGEVITY AND LEGACY OF YOUR BRAND

Your Unique Value Proposition (UVP)

Points of Distinction	Your Legacy and Contribution
Unveil Your UVP	Aligning Action and Impact

PUTTING IT ALL TOGETHER

Your Personal Brand in Action
Measuring Impact



CHARACTER DEVELOPMENT SUMMARY



WOULD **YOU** FOLLOW YOU?
Journal prompt to get you warmed up



BRAND FOUNDATION INVENTORY
Identifying your starting point



THE THREE ACTS OF ENGAGEMENT
Make your commitment to act courageously so
you can open up and be your authentic self



CHARACTER DEVELOPMENT: GUIDE



BRAND FOUNDATION INVENTORY

Let's start with looking at where you are at in the brand building process today

DATE:

<p>SKILLS / CREDENTIALS</p>	<p>What skills and expertise (both functional and people) do you currently possess? What education and certifications have you obtained?</p>	
<p>PASSION/ INTERESTS</p>	<p>What excites you? What do you do with unending enthusiasm? What are your hobbies and favourite pastimes?</p>	
<p>STRENGTHS/ WEAKNESSES</p>	<p>List positive character traits, opportunities and capabilities</p>	<p>List areas of worry, fear and limitations.</p>
<p>BRAND VISION</p>	<p>What do you want to be known for?</p>	
<p>BRAND MISSION</p>	<p>What do you want to accomplish?</p>	
<p>BRAND MESSAGE</p>	<p>What is the key message you want to communicate?</p>	
<p>BRAND PERSONALITY</p>	<p>What makes you different? What personal traits and characteristics do you want to showcase?</p>	



CHARACTER DEVELOPMENT: WORKSHEET



YOUR BRAND FOUNDATION

Let's start with looking at where you are at in the brand building process today

DATE:

SKILLS / CREDENTIALS		
PASSION/ INTERESTS		
STRENGTHS/ WEAKNESSES		
BRAND VISION		
BRAND MISSION		
BRAND MESSAGE		
BRAND PERSONALITY		



CHARACTER DEVELOPMENT: GUIDE

THE THREE ACTS OF ENGAGEMENT



Emotions connect your ideal audience to you personal brand. If you are like most people you might find it hard to open up. It all starts with courage, taking action even when you feel fear. When we step into courage, vulnerability becomes possible. Because we are open and honest in vulnerability, authenticity resonates through your personal brand. As people come to understand who you are most genuinely, they develop a sense of trust. Use this exercise to help encourage you to take action. Step by step, The Three Acts will help you develop personally and unleash your professional influence.

DATE:

COURAGE	What specific actions can you take that scare you a little or a lot that will help you unleash your influence?	
TODAY	List 1 small action you can take now	
90 DAYS / 6 MONTHS	List 1 action you can take in the next quarter	List 1 action you can take 6 months from now
YEARLY	In 1 year from today, what acts of courage will you have taken when it comes to unleashing your influence through personal brand building?	
VULNERABILITY	What actions can you take to share openly and honestly with your audience?	
TODAY	List 1 small action you can take now	
90 DAYS / 6 MONTHS	List 1 action you can take in the next quarter	List 1 action you can take 6 months from now
YEARLY	In 1 year from today, what acts of vulnerability will you have taken when it comes to unleashing your influence through personal brand building?	
AUTHENTICITY	What specific actions will you commit to in order to embrace and showcase your true self both personally and professionally?	
TODAY	List 1 small action you can take now	
90 DAYS / 6 MONTHS	List 1 action you can take in the next quarter	List 1 action you can take 6 months from now
YEARLY	In 1 year from today, what acts of authenticity will you have taken when it comes to unleashing your influence through personal brand building?	



CHARACTER DEVELOPMENT: WORKSHEET

THE THREE ACTS OF ENGAGEMENT



Emotions connect your ideal audience to you personal brand. If you are like most people you might find it hard to open up. It all starts with courage, taking action even when you feel fear. When we step into courage, vulnerability becomes possible. Because we are open and honest in vulnerability, authenticity resonates through your personal brand. As people come to understand who you are most genuinely, they develop a sense of trust. Use this exercise to help encourage you to take action. Step by step, The Three Acts will help you develop personally and unleash your professional influence.

DATE:

COURAGE	What actions can you take that scare you a little or a lot that will help you unleash your influence?	
TODAY		
90 DAYS / 6 MONTHS		
YEARLY		
VULNERABILITY	What actions can you take to share openly and honestly with your audience?	
TODAY		
90 DAYS / 6 MONTHS		
YEARLY		
AUTHENTICITY	What specific actions will you commit to in order to embrace and showcase your true self both personally and professionally?	
TODAY		
90 DAYS / 6 MONTHS		
YEARLY		



KEY ELEMENTS OF BUILDING YOUR BRAND STORY SUMMARY



FOR WHAT **PURPOSE** WOULD **YOU** FOLLOW YOU?
Journal prompt to get you warmed up



THE 'WHY' OF YOUR BRAND INVENTORY
Identifying your starting point



HOW DOES YOUR IDENTITY AUTHENTICALLY
SHOW UP IN YOUR PERSONAL BRAND STORY?
Journal prompt to get you warmed up



THE ARENA OF YOUR IDENTITY
Engage your audience by take ownership
of how you show up to personal branding





THE WHY OF YOUR PERSONAL BRAND: GUIDE THE 'WHY OF YOUR BRAND INVENTORY

Let's start defining the meaning that drives your purposeful actions

DATE:

WHO YOU ARE	What personal and professional lived experiences have shaped your life today? What makes you a hero based on how you have navigated those experiences?
WHAT YOU DO	How would you define your area of expertise? What skills and talents are you known for? What credentials, education and professional experience do you have in the areas of your expertise?
CORE VALUES	



What personal ethics or ideals (describe in 1 word) guide you when building relationships, making decisions or solving problems?



YOUR IDEAL AUDIENCE	
DEMOGRAPHICS	How do you define the key, critical demographic elements of the audience you most want to engage?
DESIRES ASPIRATIONS	What does your audience want or wish for? What do they need from you? Who do they want to become?
PAIN POINTS CHALLENGES	What obstacles, fears and/or limitations are your audience facing today and what keeps them up at night?



THE WHY OF YOUR PERSONAL BRAND: WORKSHEET THE 'WHY OF YOUR BRAND INVENTORY



Let's start defining the meaning that drives your purposeful actions

DATE:

WHO YOU ARE	
WHAT YOU DO	
CORE VALUES	



YOUR IDEAL AUDIENCE	
DEMOGRAPHICS	
DESIRES ASPIRATIONS	
PAIN POINTS CHALLENGES	



THE ARENA OF YOUR IDENTITY: GUIDE

YOUR IDENTITY INVENTORY



Let's start defining the meaning that drives how you show up for your audience

DATE:

<p>"I AM"... STATEMENTS</p>	<p>Think about who you are in all of the contexts of your life and create "I AM" Statements in every area. List as many as you like considering who you are in personal and professional environments and the behavioral traits you display.</p>	
<p>HUMILITY</p>	<p>In what way can modesty when it comes to self-importance support your personal brand?</p>	
<p>ACCESSIBILITY</p>	<p>How can you make your personal brand more accessible when it comes to the platforms you choose?</p>	<p>How can your messaging make it easy for your audience to understand the content and ideas you are sharing?</p>
<p>INTROVERSION + EXTROVERSION</p>		
<p>IDENTIFY YOUR PRIMARY STYLE</p>	<p>Would you consider yourself mostly introverted or mostly extroverted? What percentage (approximately) would you say you are both introverted and extroverted.</p>	
<p>INTROVERSION</p>	<p>How can the introverted side of you offer value in personal branding?</p>	
<p>EXTROVERSION</p>	<p>How can the extroverted side of you offer value in personal branding?</p>	



THE ARENA OF YOUR IDENTITY: WORKSHEET

YOUR IDENTITY INVENTORY



Let's start defining the meaning that drives how you show up for your audience

DATE:

"I AM" ... STATEMENTS		
HUMILITY		
ACCESSIBILITY		
INTROVERSION + EXTROVERSION		
IDENTIFY YOUR PRIMARY STYLE		
INTROVERSION		
EXTROVERSION		



LONGEVITY AND LEGACY
OF YOUR BRAND

SUMMARY



WHAT LIVED EXPERIENCES HELP YOU STAND OUT?
Journal prompt to get you warmed up



YOUR UNIQUE VALUE PROPOSITION INVENTORY
Identifying your starting point



ALIGNING WHAT YOU DO NOW WITH WHAT
YOU WANT TO LEAVE BEHIND
Create your legacy action plan





EXPLORING POINTS OF DISTINCTION

WHAT LIVED EXPERIENCES HAVE YOU HAD THAT HELP YOU STAND OUT?

Building your brand with authenticity means that you get to share the personal and professional experiences that you have had beyond education and expertise. What stories about your life do you want to tell? When did you overcome significant obstacles or challenges and what was it like getting through to the other side? Is there a story that requires you to be vulnerable that you are willing to share with the depth required to engage your audience? Use this space to identify and brainstorm the stories you most want to share.

A series of horizontal dotted lines providing space for writing answers to the question above.



YOUR UNIQUE VALUE PROPOSITION (UVP): GUIDE YOUR UVP INVENTORY



Let's start defining everything that makes you different so you can create value for your audience.

DATE:

POINTS OF DISTINCTION			
LIVED EXPERIENCE	Summarize the lived experiences that you believe to be most valuable in building your personal brand.		
LEGACY IMPACT	<table border="1"> <tr> <td>What do you want to be remembered for? What and who do you advocate for?</td> <td>In 10, 20, 30 years from now, as a result of the work you have done, how do you envision the world as a better place?</td> </tr> </table>	What do you want to be remembered for? What and who do you advocate for?	In 10, 20, 30 years from now, as a result of the work you have done, how do you envision the world as a better place?
What do you want to be remembered for? What and who do you advocate for?	In 10, 20, 30 years from now, as a result of the work you have done, how do you envision the world as a better place?		
CONTRIBUTION	What gifts are you giving through building your personal brand?		
YOUR UVP	What is the UVP Statement you developed in Chapter 7 of the book?		
ALIGNING ACTION AND IMPACT	What actions can you take that will serve the legacy you want to leave behind and the impact you want to create?		
TODAY	List 1 small action you can take now		
90 DAYS / 6 MONTHS	<table border="1"> <tr> <td>List 1 action you can take in the next quarter</td> <td>List 1 action you can take 6 months from now</td> </tr> </table>	List 1 action you can take in the next quarter	List 1 action you can take 6 months from now
List 1 action you can take in the next quarter	List 1 action you can take 6 months from now		
YEARLY	In 1 year from today, what contributions can you make when it comes to driving impact and building the foundation for your legacy through personal brand building?		



YOUR UNIQUE VALUE PROPOSITION (UVP): WORKSHEET

YOUR UVP INVENTORY



Let's start defining everything that makes you different so you can create value for your audience.

DATE:

POINTS OF DISTINCTION	
LIVED EXPERIENCE	
LEGACY IMPACT	
CONTRIBUTION	
YOUR UVP	
ALIGNING ACTION AND IMPACT	
TODAY	
90 DAYS / 6 MONTHS	
YEARLY	



PUTTING IT ALL TOGETHER

SUMMARY



HOW DO YOU VISUALIZE YOUR
PERSONAL BRAND IN ACTION?
Journal prompt to get you warmed up



YOUR PERSONAL BRAND IN ACTION
Worksheets for Measuring Impact

Your Content Strategy
Your Digital Presence
Your In-Person Presence
Your Visibility Plan



MEASURING IMPACT: GUIDE YOUR CONTENT STRATEGY



What kind of content can you create to help build your brand and grow your audience? List your topic ideas, content type and mediums.

DATE:

TOPIC	What topic do you want to bring forth in your personal brand?
CONTENT TYPE	(blog, article, video, podcast, tweet)
KEYWORDS	What words will you use throughout your content to maximize SEO?
PLATFORM	(Twitter, Instagram, LinkedIn, Medium, Substack)
TOPIC	What topic do you want to bring forth in your personal brand?
CONTENT TYPE	(blog, article, video, podcast, tweet)
KEYWORDS	What words will you use throughout your content to maximize SEO?
PLATFORM	(Twitter, Instagram, LinkedIn, Medium, Substack)
TOPIC	What topic do you want to bring forth in your personal brand?
CONTENT TYPE	(blog, article, video, podcast, tweet)
KEYWORDS	What words will you use throughout your content to maximize SEO?
PLATFORM	(Twitter, Instagram, LinkedIn, Medium, Substack)



MEASURING IMPACT: WORKSHEET

YOUR CONTENT STRATEGY



What kind of content can you create to help build your brand and grow your audience? List your topic ideas, content type and mediums.

DATE:

TOPIC	
CONTENT TYPE	
KEYWORDS	
PLATFORM	
TOPIC	
CONTENT TYPE	
KEYWORDS	
PLATFORM	
TOPIC	
CONTENT TYPE	
KEYWORDS	
PLATFORM	





MEASURING IMPACT: GUIDE YOUR DIGITAL PRESENCE

Define how you show up online and take ownership of your personal brand.

DATE:

SEARCH RESULTS	Google Your Name and list what comes up. Google what you do and see what websites are at the top of the list. Do you come up? What actions will you take to increase your search result ranking? Remember, this takes time.
DIGITAL MEDIA PROFILE AUDIT	Is your look professional? Consistent? Is your profile bio complete? Is there a call to action? Is your contact information up to date? What action steps do you need to take to complete your profile?
ACTION STEPS	



What has to happen for you to improve your digital presence?



NEXT 90 DAYS	List 3 priority actions you can take in the next 90 days.
6 MONTHS	List 3 priority actions you can take in the next 6 months.
1 YEAR	List 3 priority actions you can take over the coming year.



MEASURING IMPACT: WORKSHEET YOUR DIGITAL PRESENCE



Define how you show up online and take ownership of your personal brand.

DATE:

SEARCH RESULTS	
DIGITAL MEDIA PROFILE AUDIT	
ACTION STEPS	



What has to happen for you to improve your digital presence?



NEXT 90 DAYS	
6 MONTHS	
1 YEAR	





MEASURING IMPACT: GUIDE YOUR IN-PERSON PRESENCE

Define how you show up in-person and take ownership of your personal brand.

DATE:

COMMUNICATION BEHAVIOURAL TRAITS	What does your voice sound like and how would you describe your communication style when it comes to engaging your audience in person? How do you unleash your influence through your behaviour?
BODY LANGUAGE APPEARANCE	What type of body language can you use to display authenticity and confidence when you engage with your audience in person? How do you unleash your influence through your appearance?
ACTION STEPS	



What has to happen for you to improve your in-person presence?



NEXT 90 DAYS	List 3 priority actions you can take in the next 90 days.
6 MONTHS	List 3 priority actions you can take in the next 6 months.
1 YEAR	List 3 priority actions you can take over the coming year.





MEASURING IMPACT: WORKSHEET

YOUR IN-PERSON PRESENCE

Define how you show up in-person and take ownership of your personal brand.

DATE:

COMMUNICATION BEHAVIOURAL TRAITS	
BODY LANGUAGE APPEARANCE	
ACTION STEPS	



What has to happen for you to improve your in-person presence?



NEXT 90 DAYS	
6 MONTHS	
1 YEAR	





MEASURING IMPACT: GUIDE YOUR VISIBILITY PLAN

DATE:



How will you increase your **exposure** and build your audience?



	MEDIUM	FREQUENCY
x	Guest blogging	
	Podcast interviews	
	LinkedIn	
	Twitter	
	Instagram	
	YouTube	
	Pinterest	
	Facebook	
	Personal website	
	Newsletter	



How will you build a **community** for your target audience.



	MEDIUM	FREQUENCY
x	Social media group	
	Meet-ups	
	Live events	
	Seminars	
	Forums	
	Newsletter	





MEASURING IMPACT: GUIDE YOUR VISIBILITY PLAN

DATE:



How will you increase your **exposure** and build your audience?



	MEDIUM	FREQUENCY



How will you build a **community** for your target audience.



	MEDIUM	FREQUENCY





ABOUT THE AUTHOR

Victoria Pelletier is a seasoned corporate executive with over two decades of leadership experience, including roles as COO, President, and CEO. Her career has been marked by a passion for inspiring positive change and growth in organizations, a journey also defined by her commitment to continuous personal learning, growth, and resilience.

Victoria's contributions have earned her numerous awards and recognition for her dedication and advocacy of diversity, equity, and inclusion, as well as for her significant history of mentorship in the workplace.

She is a sought after media guest and professional keynote speaker. Victoria regularly shares her insights on topics such as Whole Human Leadership, developing resilience, and personal branding, while always striving to inspire and empower others on their journeys.

Victoria's other books include *Unstoppable: Changemakers Who Dare to Make a Difference* and the soon-to-be released *The Power of Whole Human Leadership: Managing Modern Workers Toward Purpose and Profit*.

VICTORIA
pelletier



For more information

CONTACT VICTORIA

www.victoria-pelletier.com



<https://www.linkedin.com/in/victoriapelletier/>



<https://twitter.com/PelletierV29>



<https://www.facebook.com/Victoria.Pelletier.Speakersubheading>



https://www.instagram.com/victoria_pelletier_unstoppable/



<https://www.youtube.com/c/VictoriaPelletierNoExcuses>

VICTORIA
pelletier