

WHO AM I?

Personal Brand Discovery Activity

What energizes me so much I lose track of time?	
When have I felt most alive and engaged in my work?	
What do I know or do that others consistently seek my help with?	
What are my favorite go-to stories or “fun facts” that I tell about myself to give a picture of who I am?	
What experiences have shaped my worldview most significantly?	
What problems do I solve in ways others don't?	
What aspects of my personality emerge when I'm at my best?	
What values will I not compromise, even under pressure	
What am I willing to be uncomfortable for?	

map to “core strengths”

map to “uniquely me”

map to “core values”

WHO AM I?

Personal Brand Discovery Activity

My Core Strengths / The Problems I Solve	Uniquely Me	My Core Values

YOUR BRAND THROUGH CORE VALUES

Thinking about your non-negotiables, the moments that have tested your integrity, and the feedback you've received from colleagues about your professional character. Circle 3-6 core values that mean the most to you, and use these as a guide as you move forward. Feel free to write in your own words, too.

Accountability	Excellence	Openness
Achievement	Fairness	Optimism
Adventure	Faith	Order
Advocacy	Family	Patience
Ambition	Fierceness	Peace
Authenticity	Financial security	Perseverance
Autonomy	Flexibility	Personal development
Balance	Freedom	Playfulness
Belonging	Friendship	Prestige
Boldness	Fun	Privacy
Child-mind	Generosity	Quality
Collaboration	Growth	Questioning
Commitment	Harmony	Recognition
Community	Health	Reliability
Compassion	Honesty	Resilience
Competence	Humility	Respect
Courage	Humor	Responsibility
Craftsmanship	Independence	Security
Creativity	Innovation	Self-discipline
Curiosity	Integrity	Service
Dependability	Intelligence	Spirituality
Determination	Joy	Spontaneity
Discipline	Justice	Stability
Diversity	Kindness	Success
Eccentricity	Knowledge	Teamwork
Efficiency	Leadership	Tradition
Empathy	Learning	Transparency
Empowerment	Loyalty	Trust
Environmental stewardship	Mindfulness	Unconventionality
Equity	Non-conformity	Whimsy
_____	_____	Wisdom
_____	_____	Work-life balance

BRAND WORDS

Accessible
Affordable
Artistic
Authentic
Awesome
Basic
Blunt
Bold
Caring
Catchy
Chic
Chill
Clever
Connected
Cozy
Crazy
Creative
Cute
Daring
Dedicated
Dependable
Different
Dreamy
Driven
Eco-friendly
Edgy
Effortless
Elevated
Energetic
Exciting
Expressive
Fancy
Fast
Flashy
Flexible
Fresh
Friendly
Fun
Funky

Genuine
Gifted
Goofy
Grounded
Gritty
Hands-on
Happy
Hardworking
Helpful
Hip
Honest
Iconic
Impactful
Independent
Inspired
Interesting
Intuitive
Inventive
Lovable
Loyal
Minimalist
Modern
Motivated
Natural
Nerdy
Nice
Niche
Old-school
Open
Organic
Original
Passionate
Playful
Positive
Powerful
Practical
Progressive
Pure

Quirky
Raw
Real
Rebellious
Refreshing
Relatable
Relaxed
Relevant
Reliable
Retro
Revolutionary
Ruthless
Sassy
Savvy
Scrappy
Shiny
Simple
Slick
Smart
Smooth
Social
Solid
Spontaneous
Straightforward
Strong
Stylish
Sustainable
Sweet
Talented
Techy
Thoughtful
Thrifty
Timeless
Trendy
Trusted
Unique
Useful
Versatile
Vibrant
Warm
Wild
Wise
Witty

YOUR BRAND THROUGH VALUE DELIVERY

Personal Brand Discovery Activity

PROFESSIONAL VICTORIES: 5-7 INSTANCES WHERE MY WORK CREATED SIGNIFICANT VALUE:

THE PROBLEM / CASE	MY VICTORY / HOW I SOLVED IT	THE TRAIT IT SHOWS

WHAT PATTERNS EMERGE?

HOW MIGHT I SEEK OUT PROJECTS THAT APPLY AND REFINE MY VALUE TECHNIQUES?

MAGNETIC ONLINE PRESENCE CHECKLIST

People trust coherence.

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1. Baseline Coherence (The “Do These Match?” Test)

- ☐ Your name, role, and core focus are consistent across platforms
- ☐ Your bio headline matches what you actually do / talk about day-to-day
- ☐ A stranger could explain what you do after 10 seconds on your profile
- ☐ Nothing contradicts itself (title vs. content vs. tone)

2. Voice & Authority (Sound Like One Person)

- ☐ Your writing sounds like a human you’d recognize in real life
- ☐ You use plain verbs more than abstract nouns
- ☐ You avoid buzzwords unless you can define them concretely
- ☐ You don’t over-hedge (“kind of,” “just,” “maybe,” “I’m no expert but...”)

3. Signal Over Noise (What You’re Known For)

- ☐ You return to the same 2–3 core ideas over time
- ☐ Your posts feel related, not random
- ☐ Someone could describe your “lane” without scrolling forever

4. Relationship Awareness (You Are Not Posting Into the Void)

- ☐ You write with a specific audience in mind (not “everyone”)
- ☐ You acknowledge context: industry, moment, stakes
- ☐ You respond like a person when people engage
- ☐ You don’t disappear for months and then overshare all at once

5. Boundaries & Restraint (What You Deliberately Leave Out)

- ☐ You don’t post things you wouldn’t stand behind in six months
- ☐ You avoid live-processing professional conflict online
- ☐ You don’t borrow intimacy from strangers to create engagement
- ☐ You know what parts of your life/work stay offline

6. AI Use Check (You’re the Madman & the Carpenter)

- ☐ AI helps you organize or edit, not decide what you believe
- ☐ You revise for voice before posting
- ☐ Your posts don’t sound interchangeable with anyone else’s
- ☐ You’d recognize yourself if this were read aloud

7. Final Gut Check

- ☐ Would you trust this person based on their online presence?
- ☐ Does this presence feel aligned with how you actually work and speak?
- ☐ If someone hired you tomorrow, would they be surprised by you?

If yes → you’re magnetic.

If no → return to the personal brand activities and adjust the signal.

YOUR ONLINE PRESENCE

Online Presence

Crafting your value proposition statement:

Working from the “Personal Brand Discovery” activities, fill out the following sentence. Try several variations.

I help _____ achieve _____
specific group or target audience *specific outcome*
_____ by _____
distinctive approach
_____.

I help _____ achieve _____
specific group or target audience *specific outcome*
_____ by _____
distinctive approach
_____.

I help _____ achieve _____
specific group or target audience *specific outcome*
_____ by _____
distinctive approach
_____.

YOUR BRAND THROUGH VISUAL PRESENCE

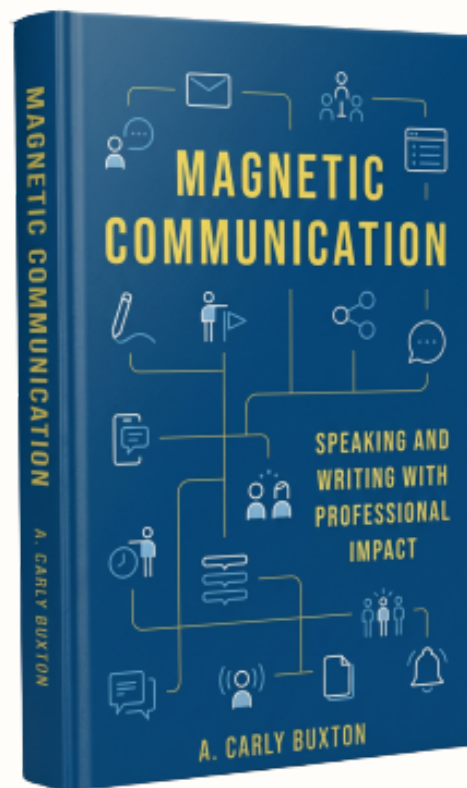
THOUGHTS ON MY PHOTOS, FONT CHOICES, ETC TO REFLECT THE CORE ESSENCE OF “ME” THAT I’VE DISCOVERED THROUGH THE PERSONAL BRAND ACTIVITIES:

WHAT VISUAL ANCHORS MIGHT I LEAN ON IN THE FUTURE? IF I WERE TO CREATE A LOGO OR COAT OF ARMS FOR MYSELF, WHAT WOULD IT LOOK LIKE?

Keep it Magnetic

This resource is free to use and share with attribution. It is drawn from the research and frameworks in *Magnetic Communication: Speaking and Writing with Professional Impact* (Bloomsbury Academic, 2027) by A. Carly Buxton, PhD.

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