

PERSONAL BRANDING WORKSHEET

WHO

WHAT

HOW

WHY

WHO DO YOU SERVE?

Describe the communities, groups, or people you want to serve. List the top three, then narrow it down to the one audience you connect with the most.

[illegible]

WHAT DO YOU DO?

Describe what you do to help others. Focus on the core service or value you provide. List the top three.

[illegible]

HOW DO YOU DO IT?

Explain in clear, practical terms how you help others through your skills, process, or approach. Choose the top three.

[illegible]

WHY

Describe the emotional or meaningful reasons behind your work. What impact or value do you want to create for others? Pick the top three.

This image shows a full page of white paper with horizontal dashed lines, typical of primary-ruled notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings present.

FROM CREATIVE TO PROFESSIONAL.

This Brand Kit is built to help you execute with clarity, structure, and confidence. Every template, grid, and resource inside is designed to push you toward professional-level output not just good design, but strategic branding.

Use it intentionally. Apply it to real projects. Refine your process. Improve every presentation.

Build bold. Build structured. Build like a brand designer.

~Ritesh Kukreti (founder of the design chutney)

Empowering Future Brand Designers