

Andrew Robinson

Unfiltered & Always Authentic

Your Personal Brand Playbook

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Brand Purpose

Why do I exist? What impact do I want to have?

→ _____

→ _____

→ _____

Vision Statement

Where am I heading long-term?

→ _____

→ _____

→ _____

Core Values

What principles drive me? (List at least 3)

→ _____

→ _____

→ _____

Brand Personality

If my brand were a person, how would it act/speak?

→ _____

→ _____

→ _____

Unique Value Proposition

What makes me stand out from others?

→ _____

→ _____

→ _____

Target Audience

Who am I trying to reach? Be specific.

→ _____

→ _____

→ _____

Positioning Statement

How do I want to be seen in the market?

→ _____

→ _____

→ _____

Brand Story

What's my journey, origin, and 'why' in narrative form?

→ _____

→ _____

→ _____

Key Messaging Pillars

The 3–5 big themes I will always communicate.

→ _____

→ _____

→ _____

Visual Identity

Logo, colours, typography, imagery style.

→ _____

→ _____

→ _____

Voice & Tone Guidelines

How do I speak/write? What words do I use (or avoid)?

→ _____

→ _____

→ _____

Content Strategy

What I'll create, where I'll post it, and how often.

→ _____

→ _____

→ _____

Proof Points

Testimonials, stats, results, achievements that prove my worth.

→ _____

→ _____

→ _____

Elevator Pitch

The 20-second answer to 'What do you do?'

→ _____

→ _____

→ _____

Growth Plan

How will I grow reach, authority, and influence?

→ _____

→ _____

→ _____