

# MY CANVAS

CREATIVE PERSONAL BRANDING®  
Substance, Style, Conviction & Grace

CREATED BY: \_\_\_\_\_

DATE: \_\_\_\_\_

PLACE: \_\_\_\_\_

## 1. WHAT VALUE DO YOU PROVIDE?

*What benefits do your clients enjoy?  
Why can they trust you?*

Describe the jobs people hire you for and what they can expect from you:

THINK ABOUT:  
Products, services and/or experiences  
(e.g. book, translations, events).

## 4. WHAT'S YOUR VISION?

*What core characteristics make you special?*

REFLECT ON:  
Purpose – What causes do you support? • Values – What is important to you? • Legacy — What you want to leave behind?

## 6. WHAT'S YOUR POSITIONING?

*Where do you stand in relation to competitors and colleagues?*

ANALYSE YOUR BACKGROUND:  
Cultural contexts and languages • Education and experience • Methods and toolbox.

## 8. HOW DO YOUR FUTURE CLIENTS LEARN ABOUT YOU?

*Where can they read or find information about you?*

## 3. HOW DO YOU LOOK TO OTHERS?

*What look, feel and tonality do you think your clients perceive?*

HINT:  
Try to define your tonality through images, which may include: Elegant, Sporty, Classic, International, Aware or Independent.

## 5. WHAT ARE YOUR MOST EFFECTIVE AND EFFICIENT ACTIONS?

*Pick the three highest-impact actions among those you plan for the next month.*

EXAMPLES:  
Create a new service • Found a company • Get two business partners • Look for creative opportunities • Address a new audience.

## 7. WHO ARE YOUR CLIENTS TODAY AND TOMORROW?

*What are their interests, needs, desires and frustrations?*

TODAY

TOMORROW

THINK ABOUT:  
Background • Mindset • Levels of responsibility • What are their main business problems? • What are their fears or limitations?

ANALYSE THEIR SOURCES:  
Google • LinkedIn interviews • On your website(s) • Instagram Twitter • Word-of-mouth.

CONSIDER THE FOLLOWING EXAMPLES:  
Designer: Developing a brand • Programmer: Creating backend software • Analyst: Generating data insights • Public Relations: Creating a community • Manager: Turnaround of business.

## 9. WHAT ARE YOUR NEEDS AND WANTS FOR SUCCESS?

*Where do you focus your money, time and energy?*

ON WHICH PROFESSIONAL PARTNERSHIPS DO YOU NEED TO FOCUS?  
Specialists (e.g. coach, mentor, lawyer, accountant, business developer, blockchain programmer). • Experts in branding material (e.g. web and video).  
Facilitators of digital techniques or design concepts. • Personal balance (meditation, sports, reading, walking).

## 10. WHAT ARE YOUR GOALS AND OBJECTIVES?

*What do you expect or hope for in one, three and ten years from now?*

ONE YEAR

TWO YEARS

TEN YEARS

EXAMPLES:  
A change of career, industry or company • Life-work balance • Self-awareness and mindfulness • A supportive environment • Time with family and friends  
Choosing business partners • Shaping of your legacy • Learning new skills • Expression of creative vision.

*What is holding you back?*

*Who are the three to five people who really support your growth?*

*In which environment might your emotions blossom?*

## REFLECT

*What are alternative actions and solutions that came to mind while you were doing the canvas?*

*What might change everything?*

*What are your predictions for the near future?*

*Which crazy idea haven't you told anyone?*