

Your Cyberpower Brand Worksheets

Your Brand Identity

Welcome to your Cyberpower Brand Worksheets!
These worksheets are designed to build on what you have to make your brand truly powerful and consistent with what you stand for. Throughout the worksheets, each activity is aligned with the Cyberpower Brand Framework.



By working through each activity, you will have a complete guide to building your powerbrand that you can implement step by step. Completing the tasks will help your learning. You may fill out the worksheets digitally, print the tasks or use the file as a template.

Good luck!

Decoding Your Identity Composition

**Congratulations on completing the questionnaire,
the first step on your route to unlock your unique power brand.**

Capture what your experience with completing the questionnaire felt like. Why is this important? And how does it translate to your brand development?

My experience (*max 120 words*)

Potential parallels to my brand development (*max 150 words*)

Self-evaluation

(recommended to be printed)



Based on your findings go to the in-depth reading to learn more about your identity elements.

Link: [2.2. Decoding Your Identity Composition](#)

Establishing the Basis for Your Brand Identity

The session activities are designed to

- ensure a deeper understanding of your personal identity map
- direct your three resources towards building your power brand, and to
- reflect on your three untapped resources and their potential contribution to your brand.

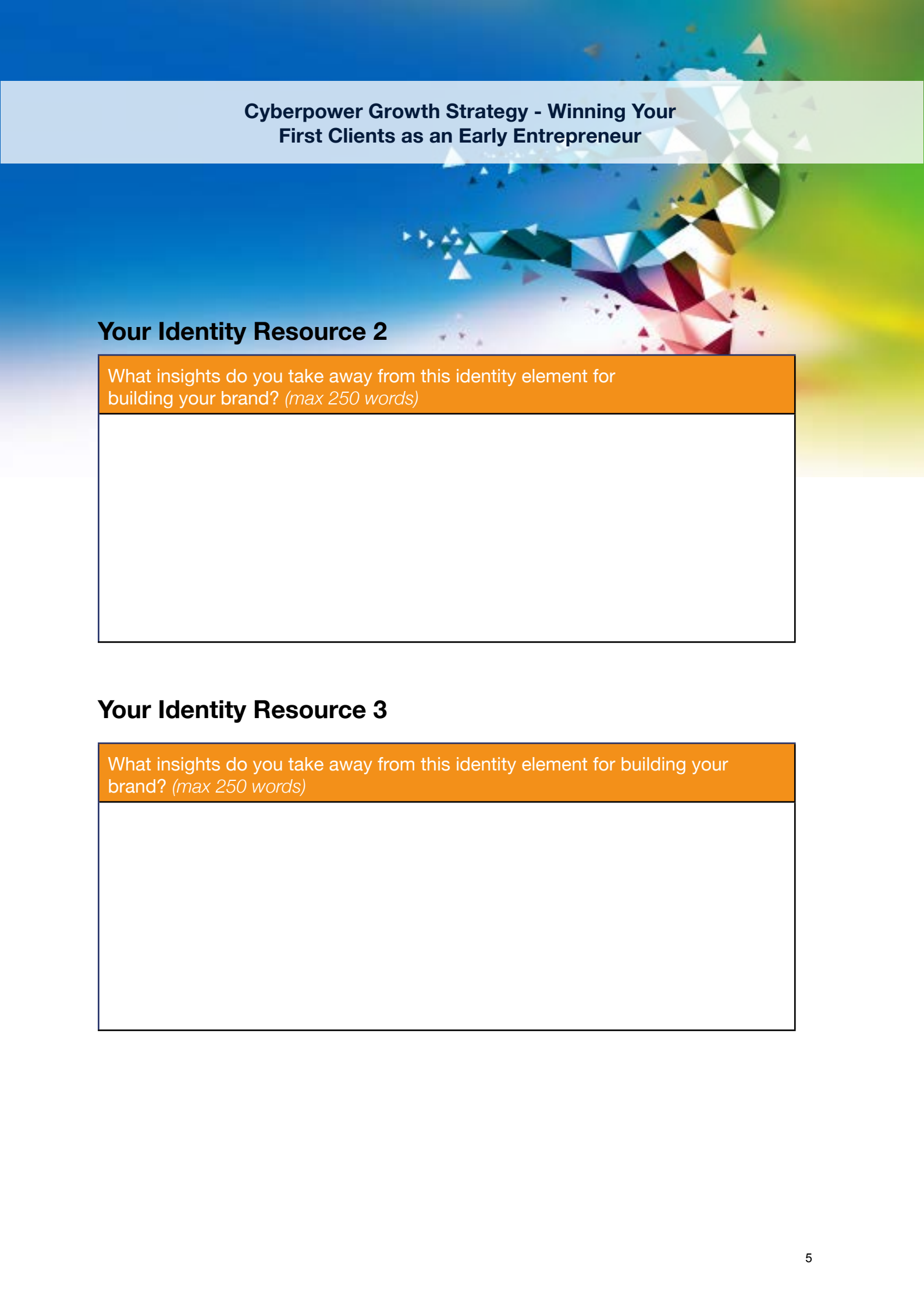
Instructions: You are invited to capture your findings about your identity resources and your untapped resources here in the worksheet. We also encourage you to revisit the detailed descriptions of the 12 identity elements. You will now find questions at the end of each identity element, helping you to relate your strengths and your untapped resources to your business.

As for any activity in these worksheets, your insights from the reflective work will help you shape your powerbrand.

Go to: [2.3. Establishing the Basis for Your Brand Identity](#) reading for details and questions.

Your Identity Resource 1

In what way would the identity element you activate most help you tap into the market opportunities in your niche to build your brand? *(max 250 words)*



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Your Identity Resource 2

What insights do you take away from this identity element for building your brand? *(max 250 words)*

Your Identity Resource 3

What insights do you take away from this identity element for building your brand? *(max 250 words)*



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Let us now focus on your untapped resources and explore how they could open new opportunities, undiscovered until now.

Your Untapped Identity Resource 1

In what way could your least activated resource unlock and strengthen your brand? *(max 250 words)*

Your Untapped Identity Resource 2

In what way could this untapped resource unlock and strengthen your brand? *(max 250 words)*



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Your Untapped Identity Resource 3

In what way could your least activated resource unlock and strengthen your brand? *(max 250 words)*

Visualising Your Brand Success

Let us recap and advance your story now. Revisit your 30-second the pitch you plotted in the worksheet: Your Elevator Pitch. To what extent and how does it align with the findings from your identity map? What potential changes would you make to the pitch to seize unexplored opportunities?

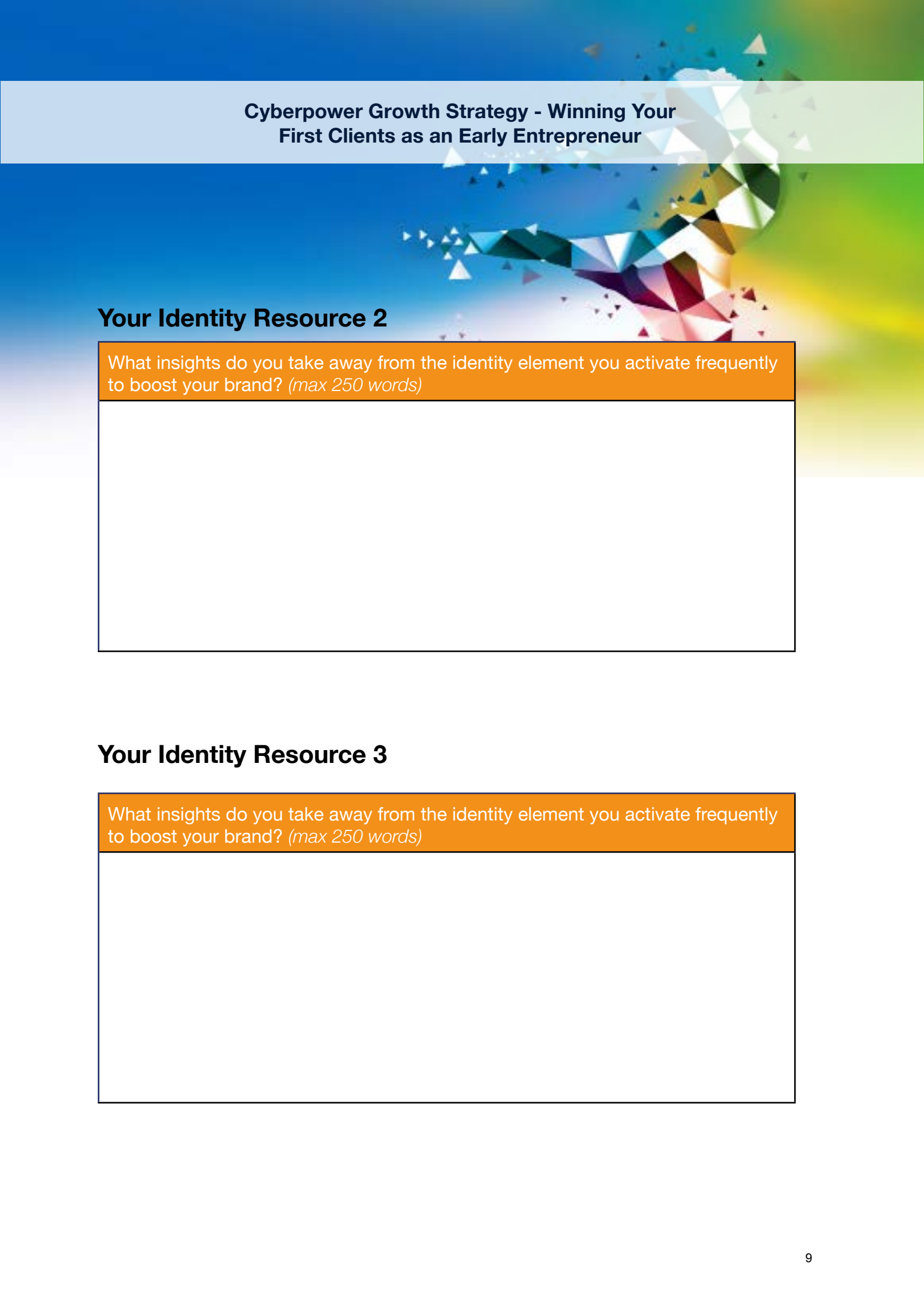
Taking Your Power Brand to Cyberspace

In what way can you leverage the most frequently activated elements of your identity map and your untapped resources to empower your brand online? Which of the identities carefully selected from your identity map do you choose to put on display? Which platforms serve your needs best? How can you boost growth on the selected channels that turn into profit?

Go to : [2.4. Taking Your Brand to Cyberspace](#) reading for details and questions.

Your Identity Resource 1

What insights do you take away from the identity element you activate most to empower your brand? In what way does this resource help you tap into the market opportunities in your niche to grow your client base? *(max 250 words)*



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Your Identity Resource 2

What insights do you take away from the identity element you activate frequently to boost your brand? *(max 250 words)*

Your Identity Resource 3

What insights do you take away from the identity element you activate frequently to boost your brand? *(max 250 words)*



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SUMMARY

Your three resources – In what way can your resources make a contribution to your brand? *(max 50 words)*

Your three untapped resources – In what way can your untapped resources make a contribution to your brand? *(max 50 words)*

How do you intend to use the information insights gathered in Section 2 to build and grow your business? *(max 50 words)*

Great work! Keep on going!