

Find your true purpose in life
Self Branding Workbook for Personal
Transformation

THE FUTURE YOU IS CALLING

A series of thin, black, wavy lines that flow from the right side of the page, curving upwards and then downwards, creating a sense of movement and flow.

Answer it

Created by a Marketing Coach & Branding Specialist

Laabid yousra

Your Brand Your Power

Your brand is more than just a profile—it's how the world sees you. Whether you're an entrepreneur, freelancer, or professional, building a strong personal brand can unlock new opportunities, boost credibility, and set you apart from the crowd. This workbook is your roadmap to discovering your unique voice, positioning yourself with confidence, and creating an authentic, powerful brand presence.

LET YOUR BRAND SPEAK FOR YOU.

FROM THE AUTHOR

Over the past few years, I've had the privilege of working with entrepreneurs, freelancers, and students from all walks of life. Many came to me with bold ideas and ambitious goals. Others simply asked, "How do I stand out in this crowded world?"

This workbook is my answer.

Born from real-world coaching, classroom experience, and countless branding strategies developed with my clients, this guide offers everything I know about building an authentic, impactful personal brand. It's not based on theory, but on practice, trial, feedback, and real-world growth.

I created this workbook not just as a tool for visibility, but as a space for self-discovery. A place to help you clarify who you are, understand what you offer, and learn how to communicate your value with confidence and purpose.

Whether you're launching a business, navigating a career shift, or simply ready to embrace your true identity, this is your space. Take your time, reflect deeply, and take the necessary steps to show up with intention.

I hope this workbook helps you build not just a personal brand, but the courage to own your voice, and the vision to bring your boldest ideas to life.

Let's begin this journey together.

— Laabid Yousra

Marketing Coach & Brand Strategist

ABOUT THE AUTHOR

I am a marketing coach, educator, and branding strategist passionate about helping others discover their unique voice and turn their ideas into impactful, authentic brands.

With years of hands-on experience working with entrepreneurs, students, startups, and creatives, I've developed proven frameworks that blend strategic clarity with personal authenticity.

I believe that your story is your strongest brand asset, and that with the right tools, anyone can transform their vision into a visible and valuable identity.

Beyond coaching, I am deeply passionate about writing and sharing my knowledge. I believe that true empowerment comes from transparency and generosity, which is why I love creating resources like this workbook, filled with practical tools and strategies I've honed over time. My work is not only strategic but also grounded in real-world experience, creativity, and a commitment to making branding accessible to everyone.

Whether it's launching a new project, refining a LinkedIn profile, or building a long-term brand strategy, I help individuals define their message, structure their visibility, and create brands that resonate.

Let's Connect

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HOW TO MAKE THE MOST OF THIS WORKBOOK?

This is not just another workbook—it's a step-by-step roadmap to unleashing your brand's full potential. To get the best results:

- Engage: Complete each section with intention—your brand is worth the effort.
- Reflect: Take time to dig deep. The best brands are built from clarity.
- Take Action: Your personal brand grows when you apply what you learn.



WHO IS THIS WORKBOOK FOR?

Entrepreneurs & Freelancers – Position yourself as an expert and stand out.

- Professionals & Job Seekers – Elevate your personal brand and attract new opportunities.
- Creatives & Coaches – Build a brand that reflects your true value and mission.

If you're ready to own your voice, amplify your impact, and attract the right audience, this workbook is for you.



WHAT YOU'LL GAIN ?

Clarity: Define your brand identity & unique strengths

- Confidence: Craft a personal brand that aligns with your values
- Visibility: Position yourself powerfully across platforms
- Action Plan: A roadmap to turn your brand into results

By the end of this workbook, you won't just have a brand—you'll have a strategy to make it thrive.

Table of Contents

Chapter 1: Discover Your Unique Edge

- Define what makes you stand out.
- Identify your strengths with a Personal SWOT Analysis.

Chapter 2: Craft Your Brand Identity

- Clarify your vision, mission, and values.
- Build Your Identity with the SKP Method.

Chapter 3: Master Your Positioning

- Define your ideal audience and their needs.
- Craft a powerful brand positioning and value proposition.

Chapter 4: Build Your Brand Visibility

- Choose the right platforms and communication channels.
- Develop a content strategy that attracts and converts.

Chapter 5: Action Plan for Success

- Set SMART goals to bring your brand to life.
- Plan your next steps with an interactive roadmap.

Chapter 6 : Networking & Building Relationships

- Formulate a strong networking strategy.
- Nurture and maintain relationships.

Chapter 7 : Monetizing Your Personal Brand

- Turn Your Personal Brand into Income
- Work your monetization plan

Chapter 8 : Unlock Your Ikigai

- Discover how ikigai can change your life
- Create your own ikigai

The Importance of Your Brand

WHY PERSONAL BRANDING MATTERS

A personal brand is how you present yourself to the world. It is the unique combination of your skills, experiences, and personality that you share with others—online and offline. Your personal brand is not just your job title or professional achievements; it's the perception others have of you and the reputation you've built over time.

At its core, personal branding is about authenticity and consistency. It's how you show up in your industry, how you engage with your community, and how you position yourself in the marketplace. Your personal brand influences how people view your expertise, trust you, and, ultimately, decide whether to work with or follow you.

Personal Branding vs. Reputation

While your reputation is how others perceive you based on your past actions and behavior, your personal brand is how you consciously shape that perception. Your reputation is something that evolves over time, while your brand is something you actively create and manage.

Personal Branding: You define who you are and what you represent.
Reputation: Others form an opinion about you based on your actions, consistency, and results.

Discover Your Unique Edge

1

Your brand is your signature! Before you can position yourself, you need to understand what sets you apart. This chapter will help you uncover your strengths, identify growth areas, and define your competitive advantage using a Personal SWOT Analysis

WHAT MAKES YOU STAND OUT?



Think about:

- ✓What do people always compliment you on?
- ✓What skills or knowledge do you have that others seek?
- ✓What energizes you the most in your work?
- ✓What problem can you solve better than anyone else?

Your **uniqueness** is your advantage. This chapter will help you uncover your key strengths and differentiators through a Personal SWOT Analysis.

Personal SWOT Analysis

A SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) is a simple yet powerful framework to evaluate your brand and clarify how to position yourself in your industry.



Your Personal SWOT Worksheet

Strengths

Weaknesses

Opportunities

Threats

Building your personal **Branding**

Now that you understand the importance of personal branding, it's time to start building your own. The first step is self-reflection: think about what makes you unique, what values guide your decisions, and how you want to be perceived by others.

What do you stand for?

What are your strengths and expertise?

What message do you want to communicate?

How can you showcase your authenticity in everything you do?

LET YOUR BRAND SPEAK FOR YOU.

Craft Your Brand Identity

2

YOUR BRAND, YOUR STORY

Your personal brand is your message to the world—it's what people remember about you when you're not in the room. But before you can communicate it effectively, you need to

Loved This Chapter? The Best is Yet to Come!

Get the complete system that has helped 500+ professionals advance their careers.

Here's what's waiting for you in the full book version:

- **The complete 8-step framework** to hit that turning point
- **Real-world case studies** of professionals who transformed their life
- **Action plans & worksheets** you can use immediately to start growing
- **Monitize your skills:** Turning skills & Connections Into Opportunities
- **Ikigai framework** to discover your true passions and align your life with them.

As thanks for trying this sample, use code **CHAPTER20** for **20% off** the full book today.

GET 20% OFF TODAY ONLY

THE FUTURE YOU IS CALLING

Answer it

Unlock your true potential and create a personal brand that speaks to your purpose. This workbook offers practical exercises, real-life examples, and expert insights to help you define your brand, overcome obstacles, and stand out in a crowded world.



Laabid Yousra is a renowned marketing coach and personal branding strategist, with years of experience helping individuals unlock their potential. Through one-on-one coaching and live classes, Yousra has helped numerous professionals and entrepreneurs discover their unique voices and thrive in their careers.

Sarah, Small Business Owner

"The practical tips and real-life examples made this workbook a game-changer for me. It helped me develop a brand that resonates with my audience, and I've already started seeing results in my business."

Jacob, Digital Marketer

"I didn't just learn about branding—I found my true purpose. This workbook gave me the tools to transform my personal brand and finally connect with the right audience. It's empowering and practical!"

Ready to transform your personal brand? Start now and unlock your future potential.