



Hero's Journey Brand Worksheet

How to use this worksheet: follow the arrows. Start with your work in reverse.

PROTAGONIST & THEIR CONFLICT	THE MENTOR	THE QUEST	CHALLENGES	ACTION
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#1: Why do you do this work? Why is it important to you? What drives you?

How (or where) will you learn more about how to brand & market yourself?

Where and how will you share your work with the world? Brainstorm ideas for your marketing, branding, design, social media tools, & other needs, etc.

#1: What external challenges might you encounter (money, racism, etc.)?

Budget your time, carve out time to take action on your brand & career. How many hours per week can you commit to building your vision?

#6

#5

#4

#3

#2

#2: What makes you uniquely suited to this or sets you apart from others?

#2

#2

#2

#2: List internal challenges you may face (weaknesses, imposter syndrome, etc.)

#2

YOUR HAPPY ENDING (AKA VISION):
 WHAT DOES SUCCESS LOOK LIKE TO YOU? BE AS SPECIFIC AS POSSIBLE SO YOU HAVE A BETTER PICTURE OF WHAT YOU'RE WORKING TOWARD & CAN BE REALISTIC ABOUT WHAT IT WILL TAKE TO GET THERE.

#1 start here

Actual worksheet is on next page. :)



Hero's Journey Brand Worksheet



Remember to start with your "Happy Ending" and work in reverse.

PROTAGONIST & THEIR CONFLICT

#1: Why do you do this work? Why is it important to you? What drives you?

Empty text box for response to #1

#2: What makes you uniquely suited to this or sets you apart from others?

Empty text box for response to #2

THE MENTOR

How (or where) will you learn more about how to brand & market yourself?

List ideas / resources you can use for guidance:

Empty text box for response to The Mentor section

THE QUEST

Where and how will you share your work with the world? Brainstorm ideas for your marketing, branding, design, social media tools, & other needs, etc.

Empty text box for response to The Quest section

CHALLENGES

#1: What external challenges might you encounter (money, racism, etc.)?

Empty text box for response to #1

#2: List internal challenges you may face (weaknesses, imposter syndrome, etc.)

Empty text box for response to #2

ACTION

Budget your time, carve out time to take action on your brand & career. How many hours per week can you commit to building your vision?

Empty text box for response to Action section

YOUR HAPPY ENDING (AKA VISION):

WHAT DOES SUCCESS LOOK LIKE TO YOU? BE AS SPECIFIC AS POSSIBLE SO YOU HAVE A BETTER PICTURE OF WHAT YOU'RE WORKING TOWARD & CAN BE REALISTIC ABOUT WHAT IT WILL TAKE TO GET THERE.

Large empty text box for the Happy Ending section

