

Personal Branding Worksheet for College-Bound Juniors



Discover your strengths, shape your story, and stand out in the college admissions process.

Why Personal Branding Matters

College admissions isn't just about grades and test scores—it's about **who you are**, **what you value**, and **what you bring to a campus community**. Your personal brand is the consistent thread that ties together your interests, achievements, and future goals. Use this worksheet to reflect and craft a strong, authentic story that stands out.

1. What Are Your Core Strengths?

(List 3–5 words that describe your top strengths—academic, personal, or interpersonal)

1. _____
2. _____
3. _____
4. _____
5. _____

2. What Are You Most Passionate About?

(This could be a cause, a subject, an activity, or a career path that energizes you)

- _____
- _____
- _____
- _____
- _____

3. What Activities, Experiences, or Accomplishments Are You Most Proud Of?

(Think about what you've invested time in and where you've had the biggest impact)

1. _____
2. _____
3. _____

4. How Have You Demonstrated Leadership or Initiative?

(List clubs, projects, or actions where you've stepped up or made a difference)

1. _____
2. _____
3. _____

5. What Do Others Say You're Great At?

(Ask a teacher, friend, or family member for one or two words that describe you)

1. _____
2. _____

CONTINUE TO SIDE TWO

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6. What Problem Do You Want to Solve or What Impact Do You Hope to Make?
(Think about your future—college and beyond. What change do you want to create?)

7. Your Brand Summary (2-3 sentences)

Using your answers above, write a short summary that captures who you are, what you care about, and how that connects to what you want to study or do in college.

Example: "I'm a curious, community-minded problem-solver who thrives in science and service. Through volunteering at local clinics and leading my school's STEM Club, I've discovered a passion for healthcare and innovation. I hope to pursue biomedical engineering to develop affordable medical solutions for underserved communities."

Your Turn:

Pro Tip: Use this worksheet to guide your personal statement, activities list, and even college interviews.

Need help refining your message? Our advisors at Method Learning are here to help you craft your story with purpose.

Schedule a free consultation to start building your college brand.

BOOK NOW >>

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