



Getting STARTED

Step 3: Your Public Persona

Use your notes from the Personal Story and Personal Uniqueness worksheets to help craft your persona.

Here are some examples of public personas:

- “Make the world a better place” persona (ex. Anita Roddick, Blake Mycoskie)
- The Visionary (ex. Steve Jobs, Jack Dorsey, Mark Zuckerberg)

Answer these questions to help identify your persona.

Are you a type A or type B personality? _____

Do you get things done aggressively or behind the scenes? _____

Other notes on your personal persona.
