

WORKSHEET

Build Your Academic Brand

1. What are the key areas of expertise you want to be known for?

- Research Area 1:
- Research Area 2 (if applicable):
- Unique methods, populations or approaches:

2. Who is your primary audience? (Peers? Policy makers? Practitioners? Public?)

3. What impact do you want to be known for?

- How is your work changing the field or practice?
- What problems are you solving?

4. Your “Academic Elevator Pitch” (2-3 sentences)

“I am a [discipline] scholar focused on [key research area]. My work advances [impact area] by [how you do it].”

5. Visibility Audit (check what you have and what needs work)

Tool/platform	Do you have one?	Needs updates?	Notes
ORCID profile	Yes / No	Yes / No	
Google Scholar profile	Yes / No	Yes / No	
LinkedIn profile	Yes / No	Yes / No	
Personal website	Yes / No	Yes / No	
Department profile	Yes / No	Yes / No	

6. Short-term branding goals (next 3-6 months)

- Update and standardize bios and photos on key platforms
- Identify one award or recognition to apply for or be nominated for
- Pitch one media piece or public talk that aligns with your research
- _____

7. Long-term branding goals (next year or two)

- Develop deeper collaborations that reinforce your brand
- Plan for major recognition opportunities (academy nominations, keynote talks, major grants)
- _____