



DO YOU KNOW YOUR PERSONAL BRAND?

Directions: Answer true, false, or not sure to the following statements.

Statement	True	False	Unsure
I have a strong introduction 60 second pitch that I use when someone asks, "Tell me about yourself".			
I know what personal branding is.			
I have a resume that has been approved by my teacher and it lists all of my accomplishments from middle school all the way through high school or my GED.			
Friends and family call me to ask questions on a particular topic, because they consider me an expert.			
I have a strong "Google ability" rating and online presence. I google myself a few times a month to see what's out there.			
I think about what I post on facebook, twitter, etc. and I understand nothing online is private and one day someone may be able to search and find things I've posted.			
I have a written out and memorized personal vision statement for where I want my life to go and my teacher has heard it.			
I have a network of contacts that know my value and have introduced me to powerful people.			
I know exactly how my personal brand is better than my competitors and can tell you right now. For example, I can answer the question in the interview, 'Why should we hire you?'			
I know what my values are and can explain them to you right now.			
I have a professional website/blog that showcases my accomplishments.			
I have been interviewed on TV, Radio and have been asked to speak on a topic.			
Everything about me (how I carry myself in public, my manners (I always say excuse me, please and thank you), how I talk, vocabulary, dress, hair, nails, shoes, and attitude) are professional and not only do I respect me, but adults that don't know me would respect me.			
I have mentors that give me good advice and I can go to them with questions about career, education, jobs, etc.			