**Conducting a self-assessment is exciting, but it does challenge you to set some time aside to think on each of the five suggested areas of your personal brand.**

**Please follow the instructions below:**

* Review and keep handy the M.I.C.R.O. Slide in your personalized PowerPoint presentation.
* Review each of the areas below and craft detailed answers to the questions in each section.
* This assessment does take some time, but once it’s done, you’ll have a better understanding of the parts that make up your personal brand.

**M (Materials)**

Please share what materials you have created to exemplify your brand. For example, do you have any of the following: Resume, Cover Letter, Business Card, Biography, Brochure, Tri-Fold, Speaker One Sheet, Press Kit, etc.? Have you had someone look over them? Who is a part of your life that can help you with these things? How often do you review and edit these documents? Are they ready today to be sent out if you suddenly got a call? Speak about this area and what you’d like to do in order to step up your brand. What materials do you feel are necessary? What materials are your competitors using?

**I (Image)**

This area should cause you to think about your overall image. Is it important to dress professionally all the time? How do you define professional dress? Where do you shop? Can you afford to shop there? Do you have a budget? Are you good at going through your current clothes and putting new outfits together? Name one male whose fashion sense you admire and why. Name one female whose fashion sense you admire and why. Do both of these people represent how you dress now? Please research which colors look the best on you and/or which colors based on their meaning connect with your spirit.

**C (Communication)**

Do you think you communicate effectively with peers, elderly, managers, and faculty? How do you know this? Do you feel there is room for improvement? If so, in what area written, verbal, etc.? Do you text often? Do you find the shorthand you use in text messages you’ve begun put into your emails? Who can help you improve your communication? Have you heard about Toastmasters’ International? Would they be a good organization for you to join? Is there a chapter near you? Are you pleased with your ability to speak in public? How do you measure your effectiveness in public speaking?

**R (Reputation)**

What do others say about you? As part of this process, we suggest that you send out an anonymous survey to your network (friends, family, associates, co-workers, subordinates, supervisors, etc.) asking them to describe you and your brand. Please do so and include your results in this section. Also, share what words you think you’ll get back. Has anyone ever said anything about you that you felt was untrue? If so, what did you do about it? If not, how do you avoid or manage such experiences?

**O (Online)**

How do you feel overall about social media? Which social media sources do you use (Snapchat, TikTok, Facebook, Twitter, LinkedIn, Blogger, Instagram, Pinterest, YouTube, etc.)? Do you feel as though you need to use all these tools? Does the general public have access to view your posts? In case you are locked out or hacked – does someone close to you know where to go in order to retrieve your passwords? Do you have a favorite social media platform? Do you have professionally done headshot to use across all your online tools? How often do you Google yourself? What have you found? *(Google tips: First Name, Last Name, College Name, High School Name, Church, Activities you’ve participated in, Groups, Bands, etc. Get creative with how you Google yourself including your nicknames and check for videos and images as well.)* Are you comfortable with us conducting a Google audit? If so, please state. What are your concerns or desires regarding social media? Name one female and one male who have an online presence you like.