



DO YOU KNOW YOUR PERSONAL BRAND?

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

Statement	True	False	Unsure
I have a finely honed 60 second elevator speech that clearly speaks to the attributes that make me unique and competitive among other job-seekers.			
I know what my superpowers are? I know what I am really good at and can do better than anyone else?			
I track, quantify, and report my key accomplishments to my supervisor, network of contacts, online and keep a personal record in a notebook and on my resume.			
I am considered an expert in my field (or am fast approaching that status).			
I have a strong “Google ability” rating.			
I have a clearly defined and written personal vision statement for where I want my career and life to go.			
I have a network of contacts that know my brand value and are able to communicate it.			
I know exactly how my personal brand is better than my competitors and can tell you right now.			
I know what I value, thus, my brand is consistent with my values, interests, personality, and accomplishments.			
I have a clearly defined target audience for my brand message.			
I have a professional <u>website/blog</u> that is specifically designed to deliver my brand message and showcase my accomplishments.			
I have written several articles for industry publications, school newspapers, or a local paper in the past year.			
I have been quoted several times in industry publications, been interviewed by a media outlet, and delivered a speech and/or presentation to an audience.			
My brand is clearly presented on my updated resume, which I can give to someone today.			
Everything about me (performance, appearance (dress/hair/nails/shoes), and attitude) speaks to my brand message and I am proud of the person I am.			
I solicit feedback about my reputation from associates, friends, teachers, family, co-workers and former managers at least 2x a year.			
I know what skills and abilities my friends and associates say that I have and can tell you right now.			
I know what gives me energy/excitement and I know what drains my energy.			
I can clearly identify my area of weakness and which areas I may need to improve.			
I have a mentor who is helping me with my career goals and personal branding strategy.			
My portfolio (traditional and online) demonstrates and communicates my brand identity.			
I have a plan for reducing and eliminating any (real or perceived) negative comments (written and verbal) of my personal brand.			