

## Personal Brand Assessment

This Personal Brand Assessment was designed to help you understand common areas associated with personal branding. Your story, brand identity and social media presence are only three areas impacted by your efforts. Your brand equity grows when your efforts, messages and touch points are aligned. You want others to remember who you are, what you can do and how it relates to their needs.

### Personal Brand Assessment

Complete this assessment to determine the areas in which you can better align your personal branding efforts.

YES	NO	Your Story
<input type="checkbox"/>	<input type="checkbox"/>	1. Have you identified your target audience?
<input type="checkbox"/>	<input type="checkbox"/>	2. Have you established your personal branding goals?
<input type="checkbox"/>	<input type="checkbox"/>	3. Do you have your story in written form that describes what makes you unique, reveals insight into who you are and what you value and offers a glimpse into your career and life aspirations that is designed to provoke emotion?
<input type="checkbox"/>	<input type="checkbox"/>	4. Have you selected key words and message points from your story to represent you?
<input type="checkbox"/>	<input type="checkbox"/>	5. Have you created a pitch that describes who you are and how you add value? <i>Think elevator speech updated to include your potential and aspirations.</i>
<b>Brand Identity</b>		
<input type="checkbox"/>	<input type="checkbox"/>	1. Do you use certain fonts and colors consistently across social media?
<input type="checkbox"/>	<input type="checkbox"/>	2. Do you have business cards?
<input type="checkbox"/>	<input type="checkbox"/>	3. Do you have (business style) cards to represent you independent of your employer?
<input type="checkbox"/>	<input type="checkbox"/>	4. Do you have a distinctive email signature?
<input type="checkbox"/>	<input type="checkbox"/>	5. Do you have a professional photograph (headshot)?
<input type="checkbox"/>	<input type="checkbox"/>	6. Do you have a website or blog?
<input type="checkbox"/>	<input type="checkbox"/>	7. Do you have letterhead, envelopes, labels and presentation and memo templates?
<input type="checkbox"/>	<input type="checkbox"/>	8. Do you have a logo?
<input type="checkbox"/>	<input type="checkbox"/>	9. Do you have a tagline?
<input type="checkbox"/>	<input type="checkbox"/>	10. Do you have a brochure (electronic version)?
<b>Social Media</b>		
<input type="checkbox"/>	<input type="checkbox"/>	1. Do you have a condensed summary of your story or message points consistently on social media (Facebook®, LinkedIn®, Twitter®, etc.?)
<input type="checkbox"/>	<input type="checkbox"/>	2. Do you have a fully completed profile on LinkedIn® with a professional photograph?
<input type="checkbox"/>	<input type="checkbox"/>	3. Do you have a professional presence on Facebook® independent of your personal Facebook® page?
<input type="checkbox"/>	<input type="checkbox"/>	4. Do you have a professional presence on Twitter®?
<input type="checkbox"/>	<input type="checkbox"/>	5. Do you have a professional presence on Aboutme.com or on other sites?