

## How Strong is Your Brand?

**Can you state your five most relevant and compelling brand attributes (adjectives that describe you)?**

Answer  Yes  No

**Have you identified and documented your short- and long-term goals?**

Answer  Yes  No

**Do you know what those around you would say is your greatest strength?**

Answer  Yes  No

**Are you clear about your greatest weakness – what could be holding you back from achieving your goals?**

Answer  Yes  No

**Do you know how your self-perceptions differ from the perceptions from those around you?**

Answer  Yes  No

**When people introduce you, do they all use the same words to describe you?**

Answer  Yes  No

**Can you clearly describe what differentiates you from your competitors or colleagues?**

Answer  Yes  No

**Do you have a brand positioning statement that describes: what you offer, for whom and how you are different?**

Answer  Yes  No

**Can you clearly describe your target audience – those people who need to know about you so that you can achieve your goals?**

Answer  Yes  No

**Do you have your own web site or home on the World Wide Web that showcases your success?**

Answer  Yes  No

**Have you published or e-published an article in the past three months?**

Answer  Yes  No

**Have you delivered a presentation to a group in the past three months?**

Answer  Yes  No

**Are you satisfied with your presentation skills?**

Answer  Yes  No

**Do you have your own newsletter or way of keeping in touch with your colleagues and target audience?**

Answer  Yes  No

**Do you have your own personal brand identity system (business cards, stationary, standard e-mail template, on-brand voice-mail message, etc.)?**

Answer  Yes  No

**Do you mark every project with your personal brand (every meeting, report, etc.)?**

Answer  Yes  No

**Do you have a strong professional network?**

Answer  Yes  No

**Do you communicate regularly with members of your network (e.g. sending e-mail, having phone conversations, etc.)?**

Answer  Yes  No

**Have you pro-actively done something valuable for a member of your network this week?**

Answer  Yes  No

**Is your personal appearance/style consistent with who you are and appropriate for your target audience?**

Answer  Yes  No

**Does your office/work environment communicate your brand – express what is unique about you?**

Answer  Yes  No

**Are your leisure activities consistent with your brand?**

Answer  Yes  No

**Do you hold a leadership role in a professional or philanthropic organization?**

Answer  Yes  No

**Do you belong to at least two social networking sites (i.e. LinkedIn, Facebook)?**

Answer  Yes  No

**Do you regularly track the progress of your goals?**

Answer  Yes  No

**Do you have a plan for increasing your visibility inside your organization (i.e. contribution to the corporate intranet, volunteering to deliver presentations, etc.)?**

Answer  Yes  No

**Do you have focus group of peers, managers or clients to provide brand feedback?**

Answer  Yes  No

**Do you regularly ask for feedback (at the end of a project, each quarter, etc.)?**

Answer  Yes  No

**Do you regularly google yourself and pro-actively manage your brand on the World Wide Web?**

Answer  Yes  No

**Do you have a coach or mentor?**

Answer  Yes  No

**Do you have an area of thought-leadership or specific point of view that you are known for?**

Answer  Yes  No

**Do you know the next step in the evolution of your brand (i.e. What you need to do next to increase your visibility among your target audience members)?**

Answer  Yes  No