

Personal Branding Quiz

HOW STRONG IS YOUR PERSONAL BRAND?

Mark each question with a "Yes" or "No."

BRAND POSITIONING	YES	NO
Can you state your five most relevant and compelling brand attributes (adjectives that describe your promise of value)?		
Do you have a brand positioning statement or tag line describing your unique promise of value?		
Can you clearly describe your target audience – those people who need to know about you so that you can achieve your goals (demographics, psychographics)?		
Have you documented a clear purpose and vision?		
Have you documented your short- and long-term goals?		
Are your brand goals specific, measurable, attainable, realistic, and have a timeframe?		
Do you have a brand communications plan for the year?		
When people introduce you, do they all use the same words to describe you?		
Do you know who your competitors/peers are and what their strengths and weaknesses are?		
Can you clearly describe what differentiates you from your competitors and peers (others with similar skills and experience)?		
Are you comfortable with your presentation skills?		
Do you mark every project in which you participate with your personal brand?		
Do you have a plan for diminishing or eliminating any less desirable brand attributes (things that get in the way of your own success)?		
Does your office/work environment communicate your brand?		
Is your personal style (image, appearance, wardrobe) consistent with your personal brand and appropriate for your target audience?		
Are your leisure activities (vacations, hobbies, entertainment) consistent with your brand?		
Is your social network (friends/pals) consistent with your brand?		
Do you know what the next step in the evolution of your brand is – and when you are going to take it?		
Do you have a coach or mentor?		

Find Out What People Think About You!

360Reach is the first and leading personal branding survey that helps you understand your professional reputation so you can build your brand. It has been used by nearly a million people
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If Your "Yes" Answers Totaled...	Then You...
16-19	Have a strong, winning brand. Congratulations! Keep it up!
9-15	Have built a foundation for a strong brand. You're almost there. Keep at it!
0-8	You have some components of a strong brand but you are missing an opportunity to expand your success. What are you waiting for?

A Brand New You – You Are A Gem

Introduction to Personal Branding 1-2-3 Success Reach Methodology

What is Personal Branding?

Personal Branding is a way of clarifying and communicating what makes you different and special—and using those qualities to find your ideal job and guide your career. It's about understanding your unique attributes—your strengths, skills, values and passions—and using them to separate yourself from your peers. In this sense, personal branding means clearly communicating the unique promise of value that you have to offer your current or prospective employers

Why is Personal Branding so Important?

- Understanding yourself better
- Increasing your confidence
- Enhancing your visibility and presence
- Creating a clear focus for your career
- Making a mark on your organization/ leading through your passions, values and strengths
- Boosting your compensation
- Thriving during economic downturns; avoiding the layoff list
- Getting interviews, job offers and being in the power seat during salary negotiations
- Expanding into new areas
- Ultimately reaching your goals

How to achieve a Successful Personal Branding? The 10 C's

1. Correct. A successful brand reflects the personal attributes, or qualities, of its creator.
2. Concise. The brand can be captured in one or two sentences describing its creator's unique promise of value.
3. Clear. It's sure about what it is—and what it is not.
4. Consistent. Its promise of value to customers, managers, peers, etc. never changes.
5. Constant. It's always visible and accessible.
6. Compelling. It's appropriate, interesting and relevant to its creator's target audience.
7. Clever. It's highly differentiated and unique. It sparks intrigue among its target market and separates its creator from others with similar skills and abilities.
8. Connected. Its creator has cultivated a strong network of partners, colleagues and customers.
9. Committed. Its creator is "in it for the long haul."
10. Current. It's based in today—with room to evolve tomorrow.

What is 1-2-3 Success Persona Branding Methodology By Reach, Inc.?

Phase 1: Extract

In the first step in successful personal branding, you unearth your unique promise of value—that gem that is your brand. This unearthing process takes time, effort and some patience. It requires you to think hard about who you are and what makes you unique. In this section, you'll carefully walk through this process by clarifying your:

- Goals for fulfilling your purpose • Your VPs •Personal brand attributes
- Target audience •Competitors •Offerings •Strengths and weaknesses

Phase 2: Express

Now let's take the gem that you've unearthed and cut and polish it to make it really shine for your target audience. In this section, you'll:

- Identify the communications tools that are right for you and your target audience
- Build your communications plan
- Develop your branded career marketing tools
- Create a plan to build your online identity
- Identify themes that will serve as the basis for all communications to your target audience

- Generate ways to mark everything you do with your brand

Phase 3: Exude

But to communicate most effectively, you need to align your brand environment—that is, everything that surrounds you—with your personal brand. In keeping with our ongoing metaphor, you must mount that sparkling gem in just the right setting. (After all, there's no sense in displaying your gem in a ring setting if your target audience is looking for a bracelet. And why mount a fabulous stone in a tarnished setting?) This section helps you:

- Understand the role of your professional network in building your brand
- Prepare a plan for building and nurturing that network
- Identify all the components of your brand environment
- Define a Brand Identity System
- Develop a plan for making your brand environment on-brand

