

Personal Branding Questions

Clearly describe what makes you unique and valuable - what differentiates you from your competitors or colleagues?

Do you have an evidence manual online that showcases your success? A place your customers can engage with you online; such as your own website; “Ask the Expert” blog, Customer testimonials, About Me page, etc.

Do you know if/how the way you perceive yourself differs from the way others perceive you?

Do you know what those around you would identify as your single greatest strength?

When people introduce you, do they all use similar words to describe you?

Can you state your top-five brand attributes - the most relevant and compelling adjectives that describe you?

Can you clearly describe your target audience - those people who need to know about you so that you can achieve your goals? Are you actively networking with your target audience (aka; ideal client)?

Do you have a brand positioning statement that quickly and succinctly describes: what you offer, to whom you offer it, how you are different, and what value/ROI your differentiation creates?

Have you identified and documented your short and long term careers goals? Do you regularly track the progress of your goals? Are you keeping track of your daily contributions?

Do you have an area of thought-leadership or a specific point of view for which you are known for and share with other in your market? Do you regularly Google yourself and pro-actively manage your brand in your marketplace and online? Have you positioned your personal brand to command top dollar even during an economic downturn?

Do you have your own personal brand identity system (font, color, image, etc.) that you apply to all of your career marketing communications (bio, business cards, stationary, email templates, etc.)

Does your office/work and professional network environment communicate your brand by expressing what is unique about you? Is your personal appearance/style consistent with who you are? Is it appropriate for your target audience?

Do you document your successes and regularly update your career marketing materials (bio, online profiles with awards and achievements, etc.)

Do you infuse every customer interaction, business meeting, productivity report, etc. with your personal brand - what you want to be known for?