

Figure 1.5A

## Personal Branding Assessment Questionnaire

I'm working on a personal branding exercise and would value your candid input. Please answer the questions below as best you can. Short, bulleted answers are fine. I've included a sample list of Brand Attribute ideas to spark your thinking.

### 1. Core values

What do you think my core values are?

### 2. Key strengths and weaknesses

What is my key skill set?

What is my expertise?

What are the weaknesses that may hold me back?

### 3. Unique value proposition

What is my unique expertise or value that differentiates me?

### 4. Personality/image attributes

How do I come across to others?

What are the key adjectives that describe my personality?

Describe my look and style.

### 5. Leadership attributes

What kind of a leader am I?

### 6. Relationship attributes

What is it like to engage with me—professionally and socially?

### 7. What is a living or inanimate thing that best represents my brand?

Please explain. Examples:

A trusted Saint Bernard dog who always come to the rescue

A Mini Cooper car that is efficient, fun to drive and has a quirky sense of style

The following list of potential brand attributes may help to spur ideas as you answer the questions above.

# Personal Branding Assessment Questionnaire

**Karen Tiber Leland**



## **Personal Branding Assessment Questionnaire:**

Discover tales of courage and bravery in Explore Bravery with is empowering ebook, **Personal Branding Assessment Questionnaire** . In a downloadable PDF format ( PDF Size: \*), this collection inspires and motivates. Download now to witness the indomitable spirit of those who dared to be brave.

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