



A professional appearance that strengthens your authentic brand.

How Strong Is YOUR Brand?

Answer yes or no to the following questions:

1. Can you state your five most relevant and compelling brand attributes? (adjectives that describe you)
2. Have you identified and documented your short- and long-term goals?
3. Do you know what those around you would say is your greatest strength?
4. Are you clear about your greatest weakness – what could be holding you back from achieving your goals?
5. Do you know how your self-perceptions differ from the perceptions from those around you?
6. When people introduce you, do they all use the same words to describe you?
7. Can you clearly describe what differentiates you from your competitors or colleagues?
8. Do you have a brand positioning statement that describes: what you offer, for whom and how you are different?
9. Can you clearly describe your target audience – those people who need to know about you so that you can achieve your goals?
10. Do you have your own web site to showcase your success?
11. Have you published or e-published an article in the past three months?
12. Have you delivered a presentation to a group in the past three months?
13. Are you satisfied with your presentation skills?
14. Do you have your own newsletter or way of keeping in touch with your colleagues and target audience?
15. Do you have your own personal brand identity system (business cards, stationary, standard e-mail template, on-brand voice-mail message, etc.)
16. Do you mark every project with your personal brand (every meeting, report, etc.)?



17. Do you have a strong professional network?
18. Do you communicate regularly with members of your network (e.g. sending e-mail, having phone conversations, etc.)?
19. Have you pro-actively done something for a member of your network this week?
20. Does your personal appearance/style reflect who you are and is it appropriate for your target audience?
21. Does your office/work environment communicate your brand – express what is unique about you?
22. Are your leisure activities consistent with your brand?
23. Do you take a leadership role in a professional organization?
24. Do you take an active role in a philanthropic organization?
25. Do you regularly track the progress of your goals?
26. Do you have metrics in place to measure your brand progress?
27. Do you have focus group of peers, managers or clients to provide brand feedback?
28. Do you regularly ask for feedback (at the end of a project, each quarter, etc.)?
29. Do you have a standard feedback form that you use (for presentations, at project completion, etc.)
30. Do you have a coach or mentor?
31. Do you have a brand evolution plan in place that will take you from where you are to where you aspire to be?
32. Do you know the next step in the evolution of your brand?

Tabulate Responses

Yes _____ No _____

Are you a Mega-Brand, Super-Brand, Up-and-Coming Brand or a Potential Brand?
Contact us to find out now! info@brandyouimage.com

92 Corporate Park, Suite C164 | Irvine, CA 92606 | 949.300.5905 | www.brandyouimage.com

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