

## Branding Check Up: What's Your Brand Attitude?

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1. Before every important interaction with others, I make sure I “look” the part of whatever it is I’m trying to sell or accomplish. I try to ensure that my clothing and appearance help sell me to my audience.

- a) Always
- b) Most of the time, unless I’m too crunched for time
- c) Occasionally
- d) I don’t believe in manipulating my audiences, so no
- e) I am not selling anything when I talk or interact with others

2. Before I engage in conversation with an important associate, I often create and review written “message” points I want to communicate.

- a) Yes—I have a file full of them!
- b) Sometimes, generally from informal notes
- c) I think about what I want to cover in my head, but I don’t write it down
- d) I am a spontaneous person! I don’t write these things down, they just flow from me
- e) I don’t have a message points or agendas when I talk

3. I believe “You never have a second chance to make a first impression.”

- a) Absolutely
- b) Yeah, but I’m not happy about it
- c) I think sometimes that’s true, but not always
- d) I don’t deal in clichés, so no
- e) I don’t consider myself extraordinarily memorable, so I don’t think this applies to me

4. I have developed collateral for myself – business cards, bookmarks, marketing packages with previous sales, events and books, a website or stationery to promote my personal or writing identity.

- a) Yes... and I'll send you the URL!
- b) I have some of these pieces that have my own “look”, but not all
- c) I have a business card that I created with a standard template
- d) My work stands alone for me—I don’t need marketing materials
- e) Do I need a business card at my stage in the game?

5. Within the last 3 months, I have written or reviewed a Personal Assessment of my self, my position in the marketplace, and steps on how to expand my audience of readers or contacts for the coming quarter or year.

- a) Yes, as part of an overall branding plan
- b) I have thought about this, but haven’t created a formal plan
- c) I’m trying a few new things, but I haven’t even thought about it in terms of an “Assessment”
- d) I AM AN AUTHOR! I don’t need to create a Personal Assessment or a Brand Plan, I simply need to write good books.
- e) I don’t really “network” at this point, but I do belong to a few loops as a lurker

### Scoring

- If you score mostly a’s... you are likely a former marketing or sales expert. Your branding efforts will help you showcase your work and make the most of your selling opportunities.
- If you score mostly b’s... you are well on your way to branding excellence! Most likely, you lack a formal, comprehensive approach to branding, but you intuitively know what you need to do to create a positive and lasting impression.
- If you score mostly c’s... be excited! With just a few steps, you’ll catapult yourself and your career forward through effective brand marketing.
- If you score mostly d’s... you don’t yet place a high value on branding or feel it is necessary for you to succeed in your career. But since you have a brand whether you want one or not, knowing a few tips and tricks that can make yours more effective can only assist you in your work!
- If you score mostly e’s... you may not think you have a Personal Brand, but you do. And you are in an extraordinary position to identify, refine and promote your brand from the ground up. So, let’s get started! Check out the articles and resources on this site to help begin your Personal Branding work!