



QUIZ Personal Brand Survey



PERSONAL BRAND QUIZ

Time for a quick audit!

Whether you are aware of it or not, you have a personal brand! And you're only partially in control of it; for the most part, it's defined by other people.

Understanding what others see in you can be your greatest asset. So how do you appear to other people? What do they see when they meet or learn more about you?

Take this quiz to see where you are in owning your personal brand.

After a 30-second review of my resume or LinkedIn profile, my expertise is easily understood.

- a** No
- b** Yes

I've had a formal 360 review in the past 12 months.

- a** No
- b** Yes

I've taken personality-type assessments or other personal/professional development tools (e.g., DiSC, Myers-Briggs, StrengthsFinder, Birkman, etc.)

- a** No—I've not done any type of personality assessment
- b** Yes—I've done one
- c** Yes—I've done two
- d** Yes—I've done three
- e** Yes—I've done four or more

My photo on LinkedIn was updated less than 12 months ago.

- a** No
- b** Yes

I've updated my LinkedIn profile in the past 45 days.

- a** No
- b** Yes

Other than LinkedIn, I have a couple of online profiles, e.g., an industry/association directory, About.me, company website (including Facebook but not dating websites).

- a** None, I'm not into social media
- b** One
- c** Two
- d** Three
- e** Four or more

I've attended at least one professional development conference or multiday training/workshop in the past 12 months.

- a** No
- b** Yes

The last time I had an unsolicited job referral come my way was:

- a** I don't get job referrals
- b** More than a year ago
- c** Between 6 months and a year ago
- d** I've had one or more in the past 6 months

I've had at least one job interview in the past 9 months.

- a** No
- b** Yes

(If you're in an active job search) I have created _____ different versions of my resume. (Of course, you're targeting your resume for each job, but do you have more than one main version of your resume?)

- a** I basically rewrite my resume for every single job
- b** Between 3 and 4 versions—I have a complicated background
- c** Only one—I'm only targeting one type of opportunity
- d** Two versions—for example, project management versus technical versions

I'm clear about my most marketable skills and experience.

- a** No
- b** Yes

My network spans ____ % outside my industry and/or profession/field.

- a** Less than 10%
- b** Between 10–30%
- c** More than 30%
- d** I'm a newcomer to my industry/profession, so my network is mostly in other areas

I'm active in at least one professional organization/network.

- a** No
- b** Yes

In the past 90 days, I've Googled myself and am aware of the top 3 search results.

- a** No
- b** Yes

It would take me less than an hour to prepare for a last-minute job interview for my dream job.

- a** No
- b** Yes

I'm crystal clear on how to translate my experience/background into other industries.

- a** No
- b** Yes

I've changed jobs within the past three years.

- a** No
- b** Yes

In an ideal world, I'd have two separate LinkedIn profiles to properly represent my background and experience.

- a** Yes
- b** No

I can easily identify my top 3 go-to skills (i.e., the things I do better than most others).

- a** No
- b** Yes

I can easily name, off the top of my head, ten people who would be good connections to help me land my dream job.

- a** No
- b** Yes

I've learned a meaningful new career skill in the past 12 months.

- a** No
- b** Yes

Per week, I receive an average of the following number of LinkedIn connection requests:

- a** I rarely receive connection requests
- b** One
- c** Two
- d** Three
- e** Four or more

If I were asked to serve as a guest speaker at a professional event, I'm clear what my topic would be.

- a** No
- b** Yes

I know what most people find interesting about my background, expertise, and work history.

- a** Not really
- b** Absolutely

I am clear about my top brand attributes. Quickly, without much thought, I can identify ____ of them.

- a** None come to mind
- b** Only one
- c** No more than two
- d** About three
- e** At least four

THE RESULTS ARE IN

So how do you think you did? Just reading through the questions and giving space for you to think about where you are means you're that much further ahead in managing your personal brand. Here's how to score yourself:

a = 0 pts

b = 1 pt

c = 2 pts

d = 3 pts

e = 4 pts

If you scored between 32 and 43

Congratulations! Your brand is solid and you're declared "officially branded." People know what you stand for in a clear and compelling way and they make a strong emotional connection to your brand. The personal branding opportunity that exists for you is in defining your unique point of view—so tap into your passion and enthusiasm and have some fun. Personal branding is serious business, but it's time in your brand evolution to relax and let it work for you. Keep up the good work because having a strong brand doesn't happen by accident. And let your brand work for you!

If you scored between 22 and 31

Your brand is in the "heightening" phase. You're building a strong foundation, so keep in mind that others determine your brand, it's not controlled by you. Because your audience determines your brand, one personal branding opportunity that exists for you is to focus on raising your visibility. Use your network to get feedback about your marketability and what makes you stand out as a professional. The clearer you get about this, the more solid your brand will become and the easier it will be to leverage it. You're almost there. Keep building and let others do some of the heavy lifting for you.

If you scored between 11 and 21

Your brand is at the "building" stage. You're either just beginning to think about yourself as a brand or your brand is evolving right now before your very eyes. You've got a few clues as to your personal brand and evolving to the next phase can come quickly. Why? Because by just paying attention to 3 things—think of it as your 3 item personal brand strategy—you can make some stellar progress. Start with refreshing your online information. Ask others for some input about your strengths. Write a bio that makes you a tad bit uncomfortable because it feels slightly self-promotional. Whichever 3 items you choose matters less than stepping up and getting them done. By the end of the week, OK? Slow and steady progress is key. It takes time to develop your personal brand. Keep at it and watch it define itself almost magically.

If you scored between 0 and 10

Your personal brand is in the "establishment" phase with plenty of room for development. The trick is to not overthink the process but instead let others help you define and get clear about your brand. What do I mean by that? Start with assessing your strengths and what you do well. And when you're done with this self-assessment, you'll be ready to get some outside input. Ask friends, colleagues, and former bosses for their input on what you do well. And then listen. Pay attention to what they notice—especially when they notice the things you do well that you take for granted. These are your go-to skills, and they will shape the foundation of your personal brand. Keep in mind that a personal brand does evolve over time. The first step is to get clearer about your uniqueness and then build your brand with consistency, clarity, and constancy in mind. Be patient. Your brand is there, it just needs to see the light of day.

About Stacey

Stacey is a nationally recognized career coach who helps individuals with unique backgrounds figure out where they fit, how to market themselves, and find a career that's as interesting as they are. She works with smart, talented individuals from around the country on everything from networking to personal branding. Known for her candid career guidance, her advice has appeared in local and national publications.

Stacey lives and works in Portland, Oregon, with her husband, Scott, a few cats, and a big goofy dog. She is fond of all things Canadian, happy hours, and riding her motorcycle.

Connect with Stacey on [LinkedIn](#) and visit her [website](#) for more.

