

How Strong Is Your Personal Brand?

Personal branding is a powerful tool that can help establish and advance your professional goals. Take the quiz to find out how strong your personal brand is and where you can improve!

Give yourself points for each question you answer yes to.

<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>01 I have a professional headshot on my social media pages 5 points</p> <p style="text-align: center;"><input type="checkbox"/> yes <input type="checkbox"/> no</p> </div>	<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>02 I've been to one or more industry events in the last 6 months 5 points</p> <p style="text-align: center;"><input type="checkbox"/> yes <input type="checkbox"/> no</p> </div>
<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>03 My potential clients/jobs have three points of contact for me 5 points</p> <p style="text-align: center;"><input type="checkbox"/> yes <input type="checkbox"/> no</p> </div>	<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>04 I regularly engage on social media 1 point for each platform</p> <p style="text-align: center;"> <input type="checkbox"/> Fb <input type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input type="checkbox"/> LinkedIn <input type="checkbox"/> Clubhouse <input type="checkbox"/> Fishbowl <input type="checkbox"/> Blog <input type="checkbox"/> LunchClub </p> </div>
<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>05 I have a website for my business or an online portfolio 5 points</p> <p style="text-align: center;"><input type="checkbox"/> yes <input type="checkbox"/> no</p> </div>	<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>06 I own the domain for my name 5 points</p> <p style="text-align: center;"><input type="checkbox"/> yes <input type="checkbox"/> no</p> </div>
<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>07 I have a visual identity (business cards, website, logo) 5 points</p> <p style="text-align: center;"><input type="checkbox"/> yes <input type="checkbox"/> no</p> </div>	<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>08 I have an elevator pitch or personal branding statement 5 points each</p> <p style="text-align: center;"><input type="checkbox"/> yes <input type="checkbox"/> no</p> </div>
<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>09 I understand my unique value proposition and communicate it openly 5 points</p> <p style="text-align: center;"><input type="checkbox"/> yes <input type="checkbox"/> no</p> </div>	<div style="border: 1px solid #00a0c0; border-radius: 15px; padding: 10px; background-color: #00a0c0; color: white; margin-bottom: 10px;"> <p>10 I regularly monitor what's being said about me or my business online 5 points</p> <p style="text-align: center;"><input type="checkbox"/> yes <input type="checkbox"/> no</p> </div>

Total Points: _____

Scoring

<p>1-14 Your personal brand needs work</p> <p>Don't fret! IAW has tons of free resources for you to help with your personal branding journey, but starting with this blog post will help you get your feet wet.</p>	<p>15-29 You're off to a good start</p> <p>You've done some good work but you still have some to do. Read our ebook on how to activate your personal brand using social media.</p>	<p>30-45 Your personal brand is strong</p> <p>You've done well crafting a personal brand that speaks for you when you're not in the room, but there's still a chance to take your personal brand to the next level. Watch the replay on our webinar Uniquely You: Building a Winning Personal Brand.</p>	<p>46-53 Your personal brand is expert-level</p> <p>It's time to take the next step and start expanding your sphere of influence. Consider applying for an IAW Influencer membership.</p>
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