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BRANDING AND WHY

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~~Gary Vaynerchuk~~

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~~Remix)~~

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Storytelling -

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Mind, Change

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Branding would value your
candid input.

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Please answer
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you can. Short,
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are fine. I've
included a
sample list of
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ideas to spark
your thinking.
1.

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Personal Brand

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Reach is a web-

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Branding tool that

collects

anonymous

360-degree

feedback in real

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family, friends,

peers, managers,

staff,

employees,

clients, and

mentors.

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1. Core values

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In order to
communicate,
express and
exude a
powerful,

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personal brand,
you must be able
to answer the

following

questions (they
might seem a

little

repetitive, but
humor me here):

1. How do I make
people feel? 2.

What three words
best describe

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me? 3. What

words would
others use to
describe me? 4.

How do I want to
help people? 5.

Your Personal

Brand

Questionnaire -

SheBrand

Brand & Logo

Questionnaire:

24 Questions to

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Branding Assessment
Get You Started.

Written by:

Maria DiCesare.

Developing a

brand identity

is one area of

marketing that's

often

overlooked.

Because it

doesn't provide

direct,

measurable

results, it's

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usually the last thing a company is willing to spend their money on. But what the most successful companies know is that defining a solid brand identity helps establish the groundwork needed to pursue

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tactics that
support lead
generation and
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Distil To deeper
your

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introspection,
answer the
questions below:

1. What strengths and skills came up over and over again? 2. Which are my motivating skills—the skills that excite me? 3. What are my

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burnout

skills—the

skills I've

mastered but

would rather not
use every day?

4. 4.

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Workbook – PwC**

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Home > QUIZ:

What Is Your

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cover everything
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from career
advice to the
latest company
headlines.

**QUIZ: What Is
Your Personal
Brand? |
Glassdoor**

Humans are built
for connection.
We tend to

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personify
things,
including
brands. As a
business or
brand,
leveraging your
brand's
personality is
the best way to
create a
connection that
speaks to your
target audience.

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Branding are 12

Master Brand

Archetypes.

Which one are

you? Take the

Brand

Personality

Quiz. 7

questions. 10

minutes. Start

Quiz

Brand

Personality Quiz

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**Discover your
brand archetype**

Take this short
questionnaire to

see how you
score. Which of
the following
best describes
you: I am very
well known among
most people in
my organization
and by dozens of
influential

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people in my
industry.

Assessment

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**Personal Brand
Questionnaire -
Ralph Wakerly ...**

10 Crucial
Questions For
Defining Your
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Passions.. Your
passions
energize you and
make you

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attractive to
others. When you
are clear about
what moves you,
you...

Superpowers..

Your superpowers
are the things
you do better
than everyone
else. Often,
they are things
you do with...

...

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**10 Crucial
Questions For
Defining Your**

Personal Brand

As you think about what makes you YOU, ponder these questions: What's your superpower? What do you do better than anyone else? What are

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your top values

Assessment

– your operating principles? What do people

Questionnaire

frequently compliment you on or praise you for? What is it that your manager, colleagues, friends, and ...

7 Questions To

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Ask When

Uncovering Your

Personal Brand

The 360° Reach

Personal Brand

Assessment, a

confidential,

web-based tool

that collects

anonymous

360-degree

feedback in real

time from your

choice of

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respondents, is a good option to accomplish this step and the basic account is free. 8. Do a SWOT analysis (Strengths - Weaknesses - Opportunities - Threats).

**10-Step Personal
Brand Worksheet**

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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

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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.

Personal Brand

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and Attributes**

1.5A Personal

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1.5B Sample

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Positioning

Statement PDF.

Chapter 3: 3.1

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Platform PDF.

Chapter 5: 5.2

Ecosystem Wedge
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Karen Kang's

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A branding
questionnaire

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Branding will help you
get inside your
client's head,
understand your
client's needs,
and ensure from
the start that
you're making
branding
decisions - from
color choices to
iconography -
that they're
going to love.

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You can even
build that
information into
a creative brief
to make sure
you're both on
the same page.

**6 facts about
branding
questionnaires
(and 2
templates)**

360Reach is the

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Branding and
leading web-
based personal
brand survey

that gets you
the critical
feedback you
need so you can
expand your
career or
business

success. It's an
integral part of
the personal

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Branding process

and an
Assessment
indispensable
Questionnaire
tool for

thriving in
today's
professional
environment.

**360Reach Survey:
Home**

A supported self
assessment
questionnaire is

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commonly used to

better

understand the

assistance

needed

concerning one's

health and

interest. It is

designed to

determine the

care and support

needed for an

individual to

achieve

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independence.

This would be
done through a
thorough

evaluation of
one's actions
and behavior.

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