

EA BRAND ASSESSMENT



for _____ from _____

Greetings Friend,

I am in the process of self development. Part of my development process is assessing my current brand in an effort to line it up with my authentic brand, I am asking people that I trust to help me by completing the following questionnaire. You have my permission to be completely honest, as it is the only way I can improve upon the areas that are necessary and be sure that I am communicating the best possible me.

Please return to me by: _____ via email at _____
or you can mail it to me at _____

Thank you in advance for your input.

EA BRAND ASSESSMENT QUESTIONNAIRE:

1. List 5 – 10 words or phrases to describe me.

| | |
|--|--|
| | |
| | |
| | |
| | |
| | |

2. In a few words or phrases, how would you describe my style of dress? I.e. conservative, edgy, classic, glamorous, plain, earthy, loud, fitted, etc.

3. Would you say that I am appropriately dressed for most occasions (circle)?

Always Mostly Sometimes Rarely Never

4. How would you describe my style of communication: _____

EA BRAND ASSESSMENT



for _____ from _____

- 5. If you had to refer me for a job, what type of responsibilities would you feel most comfortable referring me for?

- 6. Would you refer me to someone you know for a job? If not, why? _____

- 7. I am approachable. _____ True _____ False
- 8. I see the positive in most situations. _____ True _____ False
- 9. You know where you stand with me. _____ True _____ False
- 10. What are three things you would change about me (include appearance, communication style & character)
 - a. _____
 - b. _____
 - c. _____

11. Please check all that apply to me in your opinion:

| | |
|--------------------------|------------------------------|
| <input type="checkbox"/> | Dependable |
| <input type="checkbox"/> | Appropriate (appearance) |
| <input type="checkbox"/> | Well spoken |
| <input type="checkbox"/> | Approachable |
| <input type="checkbox"/> | Reserved |
| <input type="checkbox"/> | Talkative |
| <input type="checkbox"/> | Positive |
| <input type="checkbox"/> | Appropriate (communications) |

| | |
|--------------------------|-----------------------------|
| <input type="checkbox"/> | Poised |
| <input type="checkbox"/> | Confident |
| <input type="checkbox"/> | Knowledgeable |
| <input type="checkbox"/> | Good listener |
| <input type="checkbox"/> | Trustworthy |
| <input type="checkbox"/> | Has integrity |
| <input type="checkbox"/> | Humble |
| <input type="checkbox"/> | Good reputation (generally) |

- 12. What would you say I'm known for: _____

- 13. If you had to pick one thing I stand for, what would it be: _____
- 14. Based upon what you know of me, will this just be an exercise I go through or will I make any necessary adjustments to better my brand? _____ just exercise _____ better brand

Thank you so very much for your time and feedback. It is greatly appreciated. Visit www.evidentlyassured.com to find out how to increase your brand equity.