

PERSONAL BRANDING QUESTIONNAIRE

Personal Branding Questionnaire by Manolis Zografakis
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PERSONAL BRANDING QUESTIONNAIRE

Fill out the below questionnaire to get the answers that you need to build a strong personal brand. Use my article '[Tips on Personal Branding for Jobseekers](#)' as a guide and remember that you don't need to come up with 5 out of 5 answers to every question. Just sit back and relax and see this questionnaire as a fun quiz to get to know yourself a bit better. Enjoy!

#1 SKILLS

What are my skills? What is my unique selling point?

- What am I really good at?

- 1.
- 2.
- 3.
- 4.
- 5.

- What am I best at?



#2 EXPERIENCE

Which are my personal and professional experiences?

- Do I have any professional experience at all? Could this be used for my personal brand? (write down your personal and professional experience).

- 1.
- 2.
- 3.
- 4.
- 5.

- Do I have any volunteer experience*?

- 1.
- 2.

- Have I ever won an award?

- 1.
- 2.
- 3.
- 4.
- 5.

- Did I graduate from a prestigious university?

If yes, from which one:

- Did I graduate with Honours?

Grade:

- Do I have any published articles, conference presentations, or other work?

- 1.
- 2.
- 3.
- 4.
- 5.

- Do I belong to any professional organizations/associations?

If yes which ones:

#3 VALUES

Which are my values?

- When were you happiest?

- 1.
- 2.
- 3.
- 4.
- 5.

- When were you the most fulfilled and satisfied

- 1.
- 2.
- 3.
- 4.
- 5.

- When were you the most proud of yourself?

- 1.
- 2.
- 3.
- 4.
- 5.

- Determine the top values at that time, based on the above experiences of happiness, pride, and fulfillment.

- 1.
- 2.
- 3.
- 4.
- 5.

- Prioritise your values according to their importance.

- 1.
- 2.
- 3.
- 4.
- 5.

#4 PASSIONS

What are my passions?

- What do I love doing in my free time?

- 1.
- 2.
- 3.
- 4.
- 5.

- What am I doing when I feel happiest?

- 1.
- 2.
- 3.
- 4.
- 5.

- What are the topics that I can talk about endlessly?

- 1.
- 2.
- 3.
- 4.
- 5.

- Which activities am I passionate about?

- 1.
- 2.
- 3.
- 4.
- 5.

- What am I willing to try right now?

- 1.
- 2.

- 3.
- 4.
- 5.

- What is my current reputation?

- 1.
- 2.
- 3.
- 4.
- 5.

#5 COMPETITION

What are your benefits compared to other job seekers?

- Is there something that I do better than anyone else?

- 1.
- 2.
- 3.
- 4.
- 5.

- What skills do people notice mostly in me?

- 1.
- 2.
- 3.
- 4.
- 5.

- Why would I hire myself?

- 1.
- 2.
- 3.
- 4.
- 5.

#6 GOAL

Who do you want to reach?

- Where can I find my dream job?

- 1.
- 2.
- 3.
- 4.
- 5.

- Which are the companies I need to reach out to?

- 1.
- 2.
- 3.
- 4.
- 5.

- Am I willing to relocate?

- 1.
- 2.
- 3.
- 4.
- 5.

#7 ELEVATOR PITCH

Intro of 140-200 characters about yourself.