

confidence
clarity
purpose
impact
growth
guidance
better pay



INSPIRE TO EXCEL

CAREER SERVICES

Empowering women to achieve *authentic* success™

Personal Branding Scorecard

Instructions

Rate yourself on a scale of 1-5 for each statement, with 1 being "Strongly Disagree" and 5 being "Strongly Agree."

Statements	1	2	3	4	5
I know my unique value proposition.					
My LinkedIn profile showcases my expertise and achievements.					
I share thought-provoking, industry-related content.					
My professional headshot represents me authentically.					
My online presence is consistent and aligned across different platforms.					
I engage with others by commenting on and sharing their content.					
I regularly update my online profiles with the latest accomplishments.					
My website/portfolio effectively showcases my work and expertise.					
I use hashtags and keywords to increase my content's visibility.					
I seek opportunities to be featured in industry publications/podcasts.					

Scoring

- **40-50: Personal Branding Pro.** Your personal brand is strong and well-defined. Continue refining and leveraging your unique value proposition to stand out in your field.
- **30-39: Personal Branding Builder.** You've got a solid foundation for your personal brand. Focus on areas where you scored lower to further enhance your online presence and reputation.
- **10-29: Personal Branding Beginner.** Your personal brand is a work in progress. Focus on defining your unique value, optimizing profiles, and sharing valuable content to build thought leadership.

Next steps

Based on your results, choose 2-3 action items to strengthen your personal brand.

Ready to enhance your LinkedIn presence and attract career opportunities that align with your authentic self? Explore our Strategic LinkedIn Optimization service at <https://www.inspiretoexcel.com/services>.

Let's get growing!