### Play #36 Exercise: Auditing Your Personal Brand

Using the information in this Play, do the following.

1. Use the **“Key Personality Traits for a Strong Personal Brand”** to perform a self-audit by rating yourself on the traits below from 1 to 5, with 5 being the highest.

| **Trait** | **My Score *(1 to 5, with 5 being the highest)*** |
| --- | --- |
| **Likeability:** I am authentically well liked. |  |
| **Interest in Others:** I exhibit a genuine curiosity in other people’s lives and ideas. |  |
| **Respectability:** I am respected for possessing knowledge and skill. |  |
| **Attitude:** I possess a positive “can do” attitude. |  |
| **Authenticity:** I am a real, down-to-earth person. |  |
| **Accessibility:** I am easy to interact with, in person and/or electronically. |  |
| **Open Mindedness:** I am receptive to all opinions, fair minded, and tolerant. I’m willing to conduct a reasonable interchange of ideas and opinions. |  |
| **Integrity:** I am honest and open in all dealings and communications. I always strived to do the right thing for customers and clients. |  |
| **Physical Image:** I look the part that customers want to see. |  |
| **Strong Work Ethic:** I believe that I must earn my customers’ business and loyalty. |  |
| **Socially Responsible:** I am a good corporate neighbor in my community. |  |
| **Live My Personal Value Proposition:** I always deliver on the Value Proposition that people get when they do business with me. |  |

1. For any rating of 3 or lower, note your plan for improvement.
2. Use the information from your self-audit, review your Marketing Plan, and develop a strategy incorporating those tools to start building your personal image.