

MAREN FINZER

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Evaluating Your Communications Skills

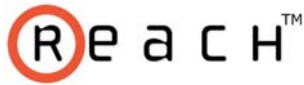
One thing all strong brands have in common is that they are great communicators. Assess your communications skills in the following areas with "5" being the strongest and "1" needing most improvement.

Writing	1	2	3	4	5
Email	1	2	3	4	5
Presentation	1	2	3	4	5
Telephone	1	2	3	4	5
In-person	1	2	3	4	5
Instant Msg.	1	2	3	4	5

Refining Your Communications Skills

Below, list three ways you will improve your communications skills in the areas that need it most.

1. _____
2. _____
3. _____



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Assessing Your Online Identity

Google yourself and take the Online Identity Quiz <http://www.onlineidcalculator.com> and circle the score you received:

Digitally Disguised

Digitally Dissed

Digitally Disastrous

Digitally Dabbling

Digitally Distinct

Online Brand Building Checklist

- I've performed a baseline Google assessment.
- I've registered my domain name.
- I have an up-to-date profile on zoominfo.com, linkedin.com, Ziggs and other social networking sites.
- I have my own niche blog and/or website.
- My online search results are relevant for what I want to be known for
- My online communications plan is in place.
- I've sourced the appropriate professionals (designer, photographer, career coach, web developer, etc.).
- I've found relevant places to post, publish articles.
- I'm committed to one online identity-building activity at least every other week.
- I Google myself every Monday morning.

Three things that I will do to improve my online identity in the next two weeks:

1. _____
2. _____
3. _____