

Strategy Questionnaire

NAME:

DATE:

In preparation for your upcoming PeakProfiles Strategy Call please provide us with your existing professional branding materials and answer as many of these questions as you can:

1. Current Professional Branding Materials
 - a. Do you have a LinkedIn profile? (paste the link here)
 - b. Do you have a resume? (please email in Word format)
 - c. Do you have a professional biography? (please email in Word format)
 - d. Is there a LinkedIn profile/profiles that you have seen that you especially like the style of? (paste the link here)

2. Decision Makers
 - a. What are some examples of companies you especially want to work with?

 - b. If you will be applying for jobs, send links to 3 job postings or job descriptions.

 - c. What are the titles of the people making the decision to engage with you and/or your firm?

 - d. What do the decision makers care about most?

3. Marketing Yourself

- a. What do you want to be known for professionally?

- b. Why will a company choose you and/or your firm over any other firm?

- c. What are the key messages you would want a reviewer to take away from reviewing your profile?

- d. Do you have quantifiable measures of your success that you can share?
(Note: Raw data is fine. We can often find a way to make a number sound more impressive or avoid divulging confidential information with a little work!)

4. How did you find PeakProfiles?

- a. Google?

- b. Bing?

- c. Facebook?

- d. Referral?