

ProfileGraderPro Intake Questionnaire

NAME:

DATE:

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

1. Current Professional Branding Materials
 - a. Do you have a LinkedIn profile? Please provide the link
 - b. Do you have a resume? (please email to me in Word format nick@profilgraderpro.com)
 - c. Do you have a professional biography? (please email to me in Word format)
2. Decision Makers
 - a. What are some examples of companies you especially want to work with?
 - b. What are the titles of the people making the decision to engage with you and/or your firm?
 - c. What do the people making 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 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 ProfileGraderPro?