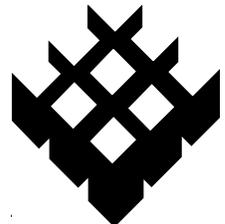


**PRELIMINARY
PORTFOLIO STYLE RESUME
PERSONAL BRAND STRATEGY**

CLIENT SURVEY



Please answer the following questions as completely as possible to the best of your ability. It may also be helpful to have a few people who know you well fill this survey out. They may have a good feel for some of these questions from their unique perspective. The information contained on this survey will help define objectives, create plans and marketing direction, and develop strategic marketing materials for use in developing your personal brand strategy and promoting yourself through your portfolio style resume.

CLIENT NAME:
CURRENT TITLE:
CURRENT COMPANY NAME:
CURRENT COMPANY WEBSITE:
BEST CONTACT INFORMATION TO USE FOR RESUME
MAILING ADDRESS: N/A
CITY: STATE: ZIP: PHONE:
EMAIL ADDRESS:
PERSONAL WEBSITE:
SOCIAL MEDIA ACCOUNTS AND LINKS:

Please attach current resume, current references, and additional information listed at end of survey.

1) Describe your current job as you would like it listed on your new resume:

How do you want people to perceive you in your current position?

What are your personal and professional goals?

Do you have an existing mission or vision statement? Write it here.

Do you have a key phrase, verse, or life quote that you follow? Write it here.

2) Describe the primary target industry or audience for your portfolio resume.

3) Provide thoughts about your personal and professional goals.

What was the last personal or professional goal you? What made it successful?

What is your 1-year goal?

3-Year goal?

5-year goal?

4) Is there an existing positioning statement or tagline that best describes you?

5) List one or two main points that should be communicated about you through branded messages.

6) What do you want people to know about you when they see your resume?

7) Provide a detailed description of what makes you unique.

8) Are there any potential roadblocks or negative aspects to your potential hiring?

9) List all relevant trade associations and/or publications within your target industry (provide links).

10) Describe the overall tone that should be sought in a new logo. ie: fun, serious, structured, organic

11) Describe any specific symbols that you would like to see used in graphic designs.

**12) What are your favorite colors? Turquoise, green, red,
Are there any specific colors that represent you well?**

13) What are your hobbies and interests?

14) Are there any specific fonts that should be used in branding efforts? ie: Script, block, traditional, grungy?

15) Do you have a specific event or job that would provide an optimum roll date out for the new branding?

16) What is your budget for portfolio style resume development?

Please add any additional comments that may help develop strategic brand strategies for your portfolio resume and personal brand marketing.

Check all personal marketing materials currently used and circle any that are needed.

N/A I have none...

Personal Brand identity and Logo Design

Personal Stationery (letterhead, envelopes, business cards)

Flyers/Posters/graphic templates

Personal Powerpoint presentation slide deck

Public relations/Press Release

Social Media brand graphics (list all account names and provide links)

Personal Brochures or flyers

Personal 3 D promotional items (ie: t-shirts, pens, ad specialty items)

Personal Newsletter to include articles and blog info written by client

Email marketing (provide email sample and style desired)

Personal Web site (list domain address or ask for estimate on production)

Provide website domains of others you would like to replicate.

Other:

Note: Please provide samples of all items listed above and below.

Send your existing resume with updated changes and additions noted. Send screenshots or links to existing printed materials you are using or like. It is also helpful to have samples of graphics that you find appealing. Links to logos, ads, brochures, websites, clip art etc. can be a good source of input. Include any pieces you think show what you are trying to communicate about your personal brand for your portfolio/resume.

CORNERSTONE COMMUNICATIONS COMPANY

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