



Expert Session Quiz

Expert: Chris Dessit

Title: Remarkable You - How To Use Social Media & Online Tools To Boost Your Career

1. Why is it important to build your personal brand, according to Chris Dessi?
2. What is Chris Dessi's recommendation for the title of your personal blog?
 - A. Use your name and the name of your school as in josharizonau.com.
 - B. Add the name of your favorite fruit to the name of your grade school crush as in applesavannah.com.
 - C. Use your name, then ".com" as in terrysmith.com.
 - D. Use the name of the company you'd like to work at as in hiremegoogle.com.
3. What is one of the advantages Chris states about blogging?
 - A. It shows that you know how to register a domain with WHOIS.
 - B. It shows initiative.
 - C. It makes it easy to show your teachers your work.
 - D. Employers might stumble on your site and give you a job.
4. Why does Chris recommend making a site like companyshouldhireme.com?
 - A. Companies expect qualified candidates to create such a site.
 - B. It will help you stand out.
 - C. It shows that you desperately want the job.
 - D. It is an opportunity to practice your web development skills.
5. Why is it important launch your own content in today's world?
 - A. People are actively searching for blogs from business students.
 - B. Blogs show that you care about other people.
 - C. It will improve your sales skills.
 - D. You can get attention from important people.
6. How does Chris recommend leveraging social media?
 - A. Use it to connect in real life
 - B. Use it to follow your favorite gurus
 - C. Use it to like the tweets and comment on influencers' posts

- D. Use it to advertise your skills to executives
7. How does Chris recommend you become a thought leader?
- A. Calling other industry professionals to ask their thoughts on key issues
 - B. Starting a blog on medium and posting on LinkedIn
 - C. Always taking the contrarian point of view in discussions
 - D. Aggressively asserting your dominance during thoughtful conversations with colleagues
8. What are the benefits of using audible?
- A. You can use it to earn your MBA while driving.
 - B. It's a wonderful way to be exposed to different thought leaders.
 - C. You can listen to all of your favorite novels so you don't waste time reading.
 - D. You can talk about the app with business leaders to show you keep up with trends.
9. How should you use the coschedule plugin on WordPress to keep your content fresh?
- A. You should use it to edit articles and make sure there are no spelling errors
 - B. You should use it to schedule your posts so that they are published at 11:59 on Tuesday
 - C. You should use it to schedule your posts to publish the same time as your friends' posts
 - D. You should use it to republish older content and keep it top of mind for your audience
10. What is the Hemingway App?
- A. An app that helps you write content at a more basic reading level
 - B. An app that makes your content more interesting by including compelling stories
 - C. An app that gives you recommendations for what topics to write about
 - D. An app that identifies likely followers for your blog