



Expert Session Quiz

Expert: Dennis Yu & Logan Young

Title: Personal Branding Examples With Dennis Yu & Logan Young

1. Fill in the blank: “The biggest thing when we talk about personal branding is that it’s a _____”
 - a. Hard thing
 - b. Waiting game
 - c. Process
 - d. Journey
2. What is a key factor of personal branding?
 - a. Spending money on sponsored ads
 - b. Being visible on all social platforms
 - c. Grit
 - d. Consistency
3. True or False: It's better to begin a personal brand site once your in your career to provide credibility
 - a. True
 - b. False
4. On average how many times does someone switch jobs in the span of their career?
 - a. 7 x
 - b. 10 x
 - c. 4x
 - d. 15x
5. Fill in the blank: “Your network is your _____”
 - a. Lifeline
 - b. Leverage

- c. Networth
 - d. Value proposition
6. What are Logan's steps to forming a quality connection?
- a. Connect on social platforms, send a note, follow up
 - b. Make sure they share interest, do your homework, message online
 - c. Meet in person, connect online, ask for help
 - d. Ask for help, email often, meet in person
7. What is Dennis's advice to introducing yourself to industry professionals?
- a. Tag them in tweets
 - b. Get a face to face meeting
 - c. Create 1 minute videos thanking them
 - d. Be persistent almost to the point of annoyance
8. True or False: When creating a personal brand its best to promote on your own profile.
- a. True
 - b. False
9. How can you accelerate the growth of a personal brand?
- a. Put a dollar a day of ad spend behind your post
 - b. Tag influencers
 - c. Post frequently
 - d. Strive to be featured on large brands socials
10. Fill in the blank: "Your personal brand is what other people say _____"
- a. Is important
 - b. Is a waste of time
 - c. About you
 - d. on social networks