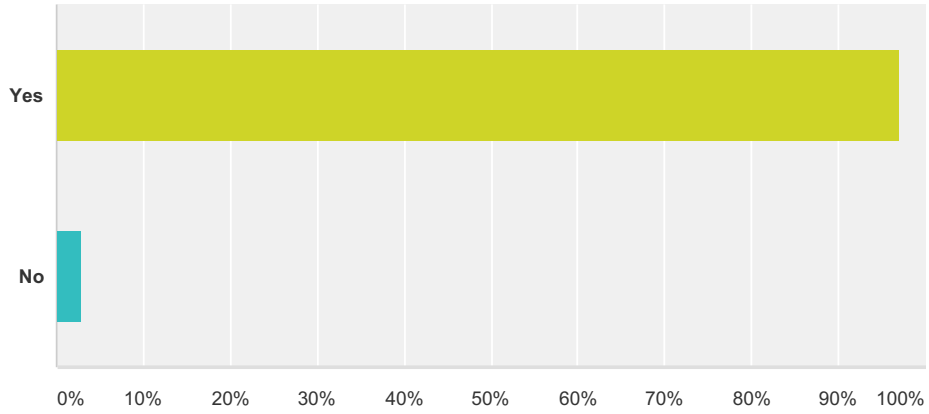


**Q1 There has been a good deal of discussion about the importance of “personal brands.” Have you heard or read any of this discussion?**

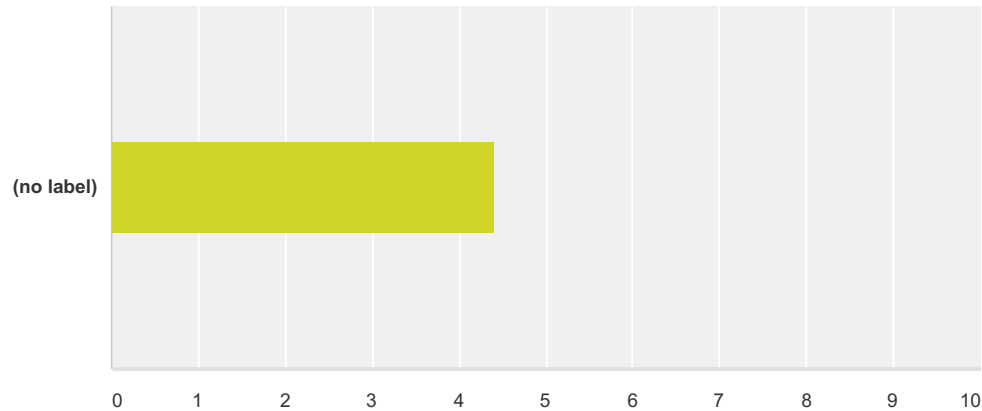
Answered: 35 Skipped: 0



Answer Choices	Responses
Yes	97.14% 34
No	2.86% 1
<b>Total</b>	<b>35</b>

**Q2 How important is having a personal brand? On a scale from 1-5, please rate level of importance with "1" meaning NOT AT ALL IMPORTANT and "5" meaning EXTREMELY IMPORTANT to have a personal brand.**

Answered: 35 Skipped: 0



	1Not at all important	2Not important	3Somewhat important	4Very important	5Extremely important	Total	Weighted Average
(no label)	2.86%	0.00%	11.43%	25.71%	60.00%	35	4.40
	1	0	4	9	21		

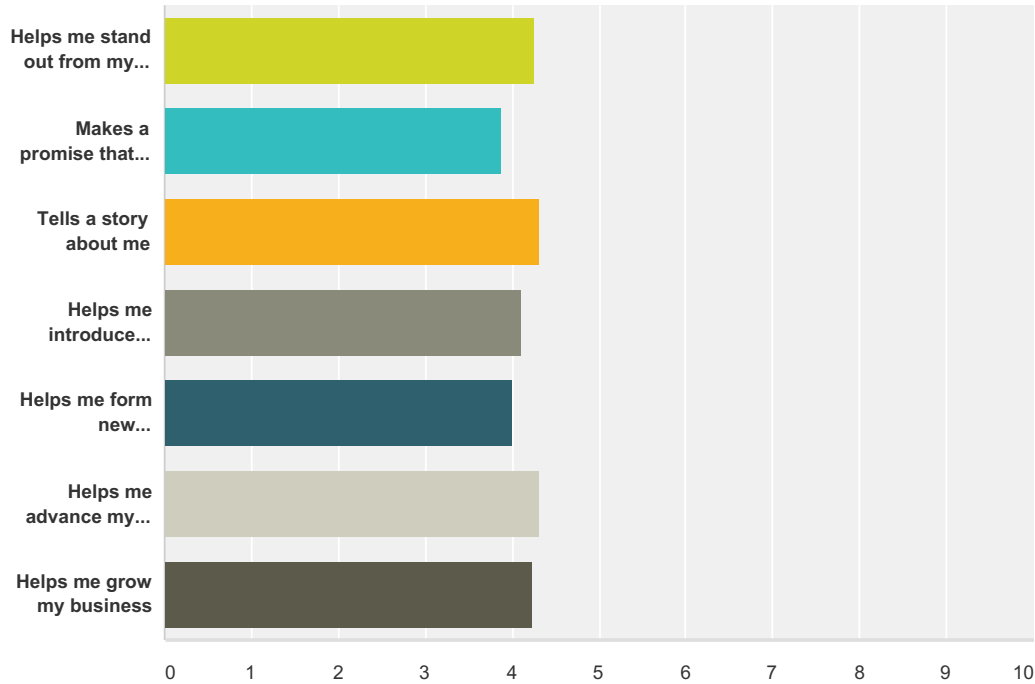
#	Why? (please specify)	Date
1	Personal and professional brand are more integrated than ever before; now you don't only represent yourself but you also represent your company. Vice versa, how your company presents itself impacts how you are viewed. It is important to put forth a consistent brand message if you want to be taken seriously.	4/11/2017 10:54 AM
2	In today's business world, professionals may evolve through multiple entrepreneurial careers. That, coupled with the importance of social media, makes it crucial to define a personal brand.	4/11/2017 9:23 AM
3	I believe that in this day and age it is important because people tend to be more trusting of people than they are of any corporation. In my industry, it is important in establishing a reputation and identity.	4/11/2017 6:32 AM
4	It defines a value for your personal skillset	4/11/2017 1:13 AM
5	I run my own yoga business	4/10/2017 9:25 PM
6	Your personal brand is much more than how you appear to the world; it's how you define yourself as a leader. Being self-aware is critical to advancing relationships, both professionally and personally.	4/10/2017 9:05 PM
7	Your reputation and network is your brand and it's critical for you to maintain/curate/develop/burnish it	4/10/2017 1:27 PM
8	A personal brand is only important for me when I am job hunting. It would be more important on a daily basis for a Freelancer.	4/10/2017 1:15 PM
9	you must have a way to stand out in a very large competitive job market. If you have your own "brand", employers, recruiters etc will be much more likely to take a chance on you.	4/10/2017 1:13 PM
10	In such a competitive market, it is very important to distinguish yourself from the rest by having a personal brand to offer your services.	4/10/2017 1:11 PM
11	In my humble opinion, your personal brand is very influential in creating opportunities as an individual but as important when it attaches to the company with which you are attached. It adds value to the company if a top executive has a well respected and known brand.	4/10/2017 1:10 PM

## Watermelon Social | Personal Branding and Social Selling Survey

12	Like a corporate brand, your personal brand affects how others perceive you. A well-crafted personal brand can help others understand you better - your interests, motivations, strengths - and help you stand out.	4/6/2017 10:37 PM
13	A personal brand can give you instant credibility with new clients, let's you stand out versus your peers	4/6/2017 10:25 PM
14	People want to have a personal connection with people who they do business with. This means a personal brand is important.	4/6/2017 10:13 PM
15	I am a personal brand expert- over the past 12 years I have worked with thousands of people- creating dynamic brands! A personal brand is your commercial to the world- create yours on purpose and reap the rewards of communicating with clarity and laser focus! Excellent PB connect people without saying a word! In a crowded playing field it signals your authenticity and value to those whose problems only you can solve!	4/6/2017 5:31 PM
16	Because it's an extension of your "professionalism". A professional without a brand is like a butterfly without markings -- you're a moth.	4/6/2017 4:54 PM
17	Because if I get one I might win a \$250 Amazon gift card.	4/6/2017 3:50 PM
18	Because people connect with people, not with your company. you have to define what you stand for and share that with relevant others.	4/6/2017 3:23 PM
19	Everyone googles everyone now.	4/6/2017 2:58 PM
20	It is in effect your reputation. A new name for an old fact gone internet.	4/6/2017 2:16 PM
21	It helps you stand out from the crowd and gives an idea of what it is that you provide.	4/6/2017 2:11 PM
22	You need to have a reputation, stand for something	4/6/2017 2:09 PM
23	You are an ambassador and extension of your company brand. Its a way to help achieve some organizational goals like recruiting and it improves networking	4/6/2017 2:09 PM
24	Helps tell your story. Creates your persona.	4/6/2017 2:06 PM
25	separates you form your competitors	4/6/2017 2:06 PM
26	Thought leadership, people's connections	4/6/2017 2:06 PM

**Q3 Here is a list of advantages that some say come with a personal brand. How important are they to you? On a scale from 1-5, please rate level of importance of each advantage to having a personal brand with "1" meaning NOT AT ALL IMPORTANT and "5" meaning EXTREMELY IMPORTANT.**

Answered: 35 Skipped: 0



	1Not at all important	2Not important	3Somewhat important	4Very important	5Extremely important	Total	Weighted Average
Helps me stand out from my peers	0.00% 0	0.00% 0	20.59% 7	32.35% 11	47.06% 16	34	4.26
Makes a promise that I can keep	8.82% 3	0.00% 0	20.59% 7	35.29% 12	35.29% 12	34	3.88
Tells a story about me	0.00% 0	2.94% 1	11.76% 4	35.29% 12	50.00% 17	34	4.32
Helps me introduce myself	2.94% 1	5.88% 2	14.71% 5	29.41% 10	47.06% 16	34	4.12
Helps me form new relationships	5.88% 2	5.88% 2	8.82% 3	41.18% 14	38.24% 13	34	4.00
Helps me advance my career	2.94% 1	0.00% 0	5.88% 2	44.12% 15	47.06% 16	34	4.32
Helps me grow my business	5.71% 2	0.00% 0	11.43% 4	31.43% 11	51.43% 18	35	4.23

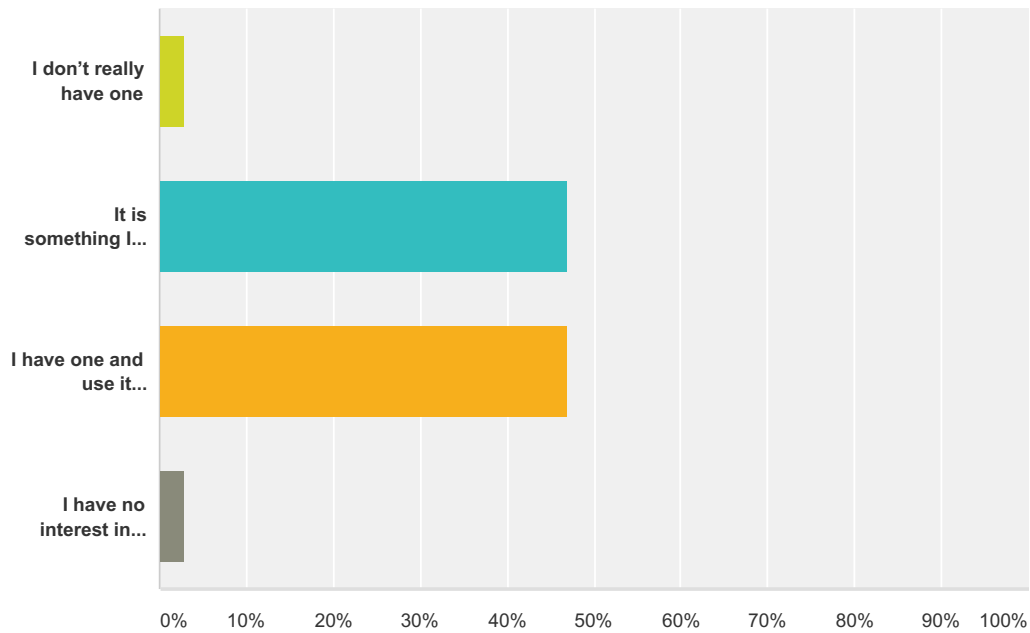
#	Other (please specify)	Date
---	------------------------	------

## Watermelon Social | Personal Branding and Social Selling Survey

1	Helps me attract deal flow, investors and quality service providers.	4/6/2017 10:13 PM
2	Makes coms simpler about my firm	4/6/2017 4:54 PM
3	Gets chicks!	4/6/2017 3:50 PM

### Q4 Which best describes your own personal brand development?

Answered: 34 Skipped: 1



Answer Choices	Responses
I don't really have one	2.94% 1
It is something I recently started working on	47.06% 16
I have one and use it regularly	47.06% 16
I have no interest in developing one	2.94% 1
<b>Total</b>	<b>34</b>

#	Other (please specify)	Date
1	I believe one's personal brand is an extension of self. If you're an honest person who is caring and thoughtful, that is part of your brand. People don't realize that everything they do in the public eye - from how they interact at events to their social media footprint all comprises your brand.	4/11/2017 10:54 AM
2	Started with social media and working with media	4/6/2017 10:13 PM
3	My personal brand is responsible for my success in life and I business!	4/6/2017 5:31 PM
4	My brand is very strong in the bathroom.	4/6/2017 3:50 PM
5	It already exists for those who need to know me	4/6/2017 2:16 PM

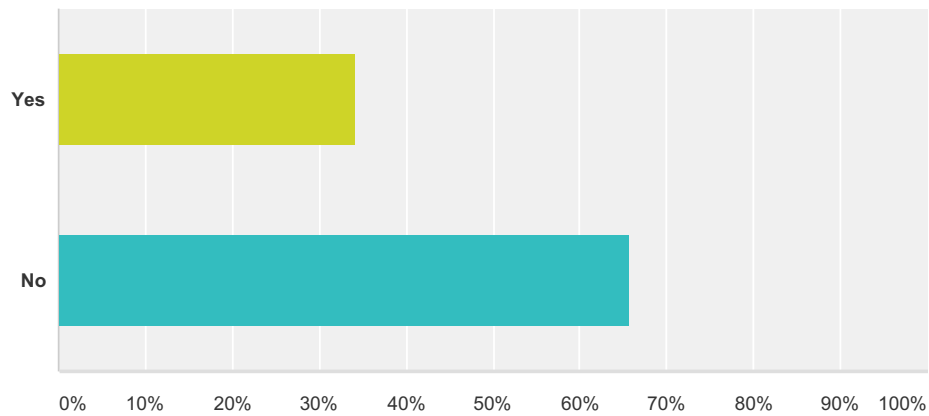
## Q5 What is your personal brand worth? (please be creative!)

Answered: 28 Skipped: 7

#	Responses	Date
1	My brand is worth everything to me! If my personal brand suffers, I would suffer.	4/11/2017 10:54 AM
2	Good question. It has the potential to be worth whatever I want to get out of it. So that could be income, recognition, self-esteem.	4/11/2017 9:23 AM
3	Reputation....money, better acting/modeling roles	4/11/2017 6:32 AM
4	trust	4/11/2017 1:13 AM
5	Not sure?!	4/10/2017 9:25 PM
6	integrity and lots of hard work!	4/10/2017 9:05 PM
7	To me: priceless	4/10/2017 1:27 PM
8	It's worth my professional success- a good personal brand can make or break a job interview, or even the potential to get a job interview.	4/10/2017 1:15 PM
9	at the moment, very little, however I am working on development of my brand so that i can finally find a job that I enjoy and an environment where I can be of value	4/10/2017 1:13 PM
10	It's vital for your service	4/10/2017 1:11 PM
11	My personal brand in conjunction with the brand of my company has enabled me to acquire 17 companies in 25 years.	4/10/2017 1:10 PM
12	Priceless - 10 years of experience + 6 years of college/grad school.	4/6/2017 10:37 PM
13	New clients!	4/6/2017 10:25 PM
14	Recognized as an expert in my industry.	4/6/2017 10:13 PM
15	Priceless as an extension of my integrity.	4/6/2017 6:29 PM
16	It is my legacy to the world... it is not necessarily important that people remember me... it is important that the work continues. My brand wil live on in the lives of others as a mentor for becoming the best version of oneself, its worth the journey... it validates my life. A dollar value? There is nothing more important!	4/6/2017 5:31 PM
17	My reputation	4/6/2017 4:54 PM
18	My wife says that my life insurance is worth more.	4/6/2017 3:50 PM
19	It defines who I am and whether people want to do business with me. So I would say it's worth 50% of our business, the other 50% is my partner's personal brand	4/6/2017 3:23 PM
20	Priceless! Seriously, it is worth the effort to deliberately manage it.	4/6/2017 3:06 PM
21	Whatever it takes.	4/6/2017 2:58 PM
22	more than a poke in the eye	4/6/2017 2:56 PM
23	My reputaiton is already established.	4/6/2017 2:16 PM
24	No idea of monetary value. But high in value.	4/6/2017 2:11 PM
25	a million dollars	4/6/2017 2:09 PM
26	formula: Time Spent x Compelling Content = Success	4/6/2017 2:09 PM
27	Listen first	4/6/2017 2:08 PM
28	25,000,000 dreams, visions, ideas	4/6/2017 2:06 PM

### Q6 Have you done a personal branding assessment?

Answered: 35 Skipped: 0



Answer Choices	Responses
Yes	34.29% 12
No	65.71% 23
<b>Total</b>	<b>35</b>

#	Why? (please specify)	Date
1	Unaware that I could.	4/11/2017 10:54 AM
2	Too busy these days!	4/11/2017 9:23 AM
3	I just never thought about it or knew who to contact about it	4/11/2017 6:32 AM
4	lack of opportunity	4/11/2017 1:13 AM
5	Lack of time/ \$	4/10/2017 9:25 PM
6	I have started to explore my personal brand while I transitioning careers and looking for my next opportunity. However, I have not come upon formalized assessments.	4/10/2017 9:05 PM
7	we had to do them at work a few years ago	4/10/2017 1:27 PM
8	i have been trying to get a job/benefits and now that I have these in place, I am now able to concentrate on development of my personal brand.	4/10/2017 1:13 PM
9	Just started working as an independent/freelance professional	4/10/2017 1:11 PM
10	I work in brand/design strategy, and have a general sense for my personal brand. However, every time I look for a new opportunity, I do ask for help with how I express my brand through my web presence, my resume, my portfolio, and my general style.	4/6/2017 10:37 PM
11	Have not sat down with George S yet	4/6/2017 10:25 PM
12	Never had the opportunity.	4/6/2017 10:13 PM
13	It is my business.	4/6/2017 5:31 PM
14	No structure to	4/6/2017 4:54 PM
15	Cause George told me to.	4/6/2017 3:50 PM
16	It's part of our business ;-)	4/6/2017 3:23 PM
17	I needed an elevator pitch.	4/6/2017 2:58 PM

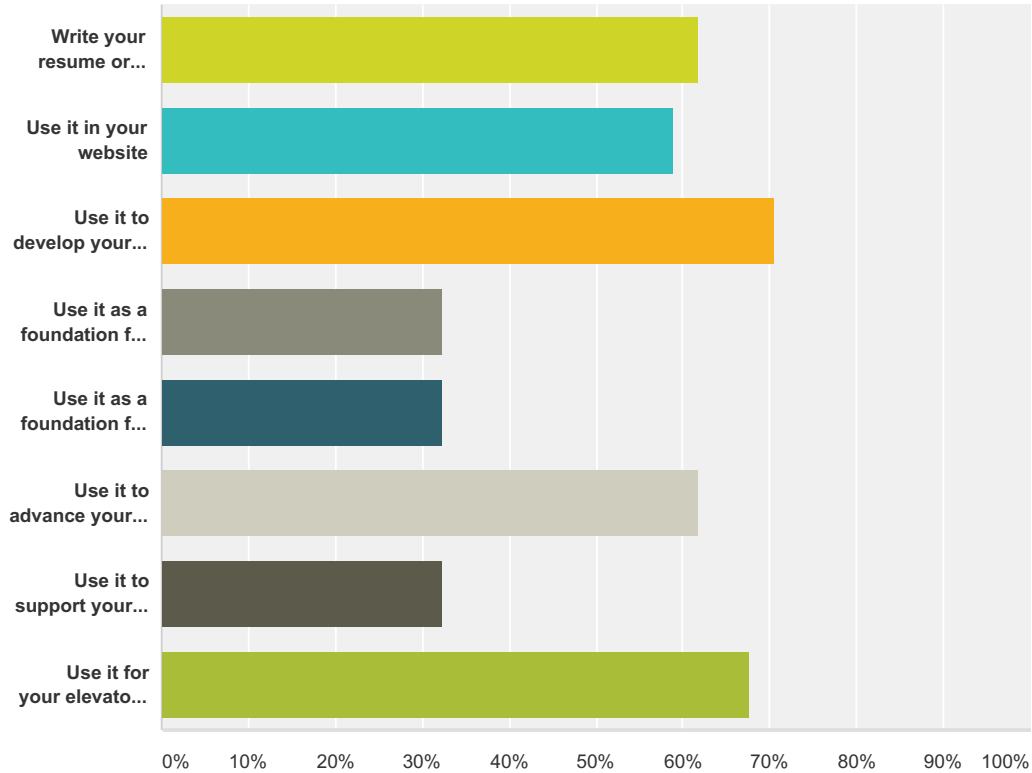


## Watermelon Social | Personal Branding and Social Selling Survey

18	No need.	4/6/2017 2:16 PM
19	I am looking for a new job	4/6/2017 2:09 PM
20	no one has offered	4/6/2017 2:06 PM
21	Not yet	4/6/2017 2:06 PM

### Q7 How can you use a personal brand to develop relationships and new business? Please check all that apply.

Answered: 34 Skipped: 1



Answer Choices	Responses
Write your resume or biography around it	61.76% 21
Use it in your website	58.82% 20
Use it to develop your LinkedIn profile	70.59% 24
Use it as a foundation for LinkedIn posts	32.35% 11
Use it as a foundation for email blasts	32.35% 11
Use it to advance your career	61.76% 21
Use it to support your employer	32.35% 11
Use it for your elevator speech	67.65% 23
<b>Total Respondents: 34</b>	

#	Other (please specify)	Date
1	use it to create a freelance business	4/11/2017 1:13 AM
2	Live and breath it! It will never disappoint!	4/6/2017 5:31 PM
3	use it as a pillar for my firm's brand	4/6/2017 4:54 PM

## Watermelon Social | Personal Branding and Social Selling Survey

4	By sharing your 'why', you'll attract the people who fit your brand	4/6/2017 3:23 PM
5	Use it to position yourself as a thought leader. And use it to make a difference.	4/6/2017 3:06 PM
6	Use it in proposals and build a deliverable around it.	4/6/2017 2:08 PM

**Q8 Which business people have strong personal brands? Please list three names that come to mind.**

Answered: 31 Skipped: 4

Answer Choices	Responses	
#1	100.00%	31
#2	96.77%	30
#3	93.55%	29

#	#1	Date
1	sheryl sandberg	4/12/2017 9:58 PM
2	Jack Welch	4/11/2017 10:54 AM
3	Lenny Murphy	4/11/2017 9:23 AM
4	Oprah Winfrey	4/11/2017 6:32 AM
5	Elon Musk	4/11/2017 1:13 AM
6	Marie Foleo	4/10/2017 9:25 PM
7	Michelle Obama	4/10/2017 9:05 PM
8	Elon Musk	4/10/2017 1:27 PM
9	Richard Branson	4/10/2017 1:13 PM
10	Mike Bloomberg	4/10/2017 1:10 PM
11	Guy Kawasaki	4/6/2017 10:37 PM
12	Richard Branson	4/6/2017 10:25 PM
13	Donald Trump	4/6/2017 10:13 PM
14	Steve Jobs	4/6/2017 6:29 PM
15	The Pope	4/6/2017 5:31 PM
16	Angela Arendt of burberry now apple	4/6/2017 4:54 PM
17	Richard Branson	4/6/2017 4:52 PM
18	Don Trump	4/6/2017 3:50 PM
19	Barack Obama	4/6/2017 3:23 PM
20	Oprah Winfrey	4/6/2017 3:06 PM
21	Mark Cuban	4/6/2017 2:58 PM
22	Elon Musk	4/6/2017 2:56 PM
23	richard branson	4/6/2017 2:26 PM
24	Donald Trump	4/6/2017 2:16 PM
25	Donald Trump	4/6/2017 2:11 PM
26	Sheryl Sandberg	4/6/2017 2:09 PM
27	Adam Silver	4/6/2017 2:09 PM
28	Joe Bill Wiley	4/6/2017 2:08 PM
29	Bill Gates	4/6/2017 2:06 PM

## Watermelon Social | Personal Branding and Social Selling Survey

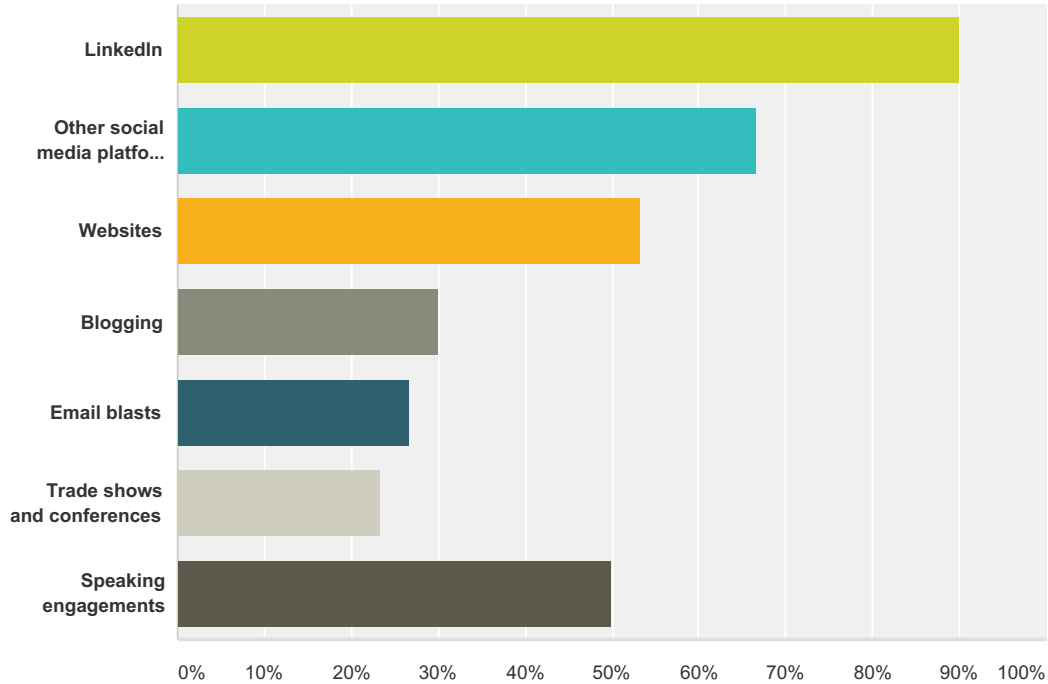
30	NIKE	4/6/2017 2:06 PM
31	Trump	4/6/2017 2:06 PM
<b>#</b>	<b>#2</b>	<b>Date</b>
1	michelle obama	4/12/2017 9:58 PM
2	Adam Grant	4/11/2017 10:54 AM
3	Richard Branson	4/11/2017 9:23 AM
4	Martha Stewart	4/11/2017 6:32 AM
5	Richard Branson	4/11/2017 1:13 AM
6	Gabrielle Bernstein	4/10/2017 9:25 PM
7	Bill Gates	4/10/2017 9:05 PM
8	Sheryl Sandberg	4/10/2017 1:27 PM
9	Beyonce	4/10/2017 1:13 PM
10	Donald (asshole) Trump	4/10/2017 1:10 PM
11	Elon Musk	4/6/2017 10:37 PM
12	Elon Musk	4/6/2017 10:25 PM
13	Warren Buffet	4/6/2017 10:13 PM
14	Elon Musk	4/6/2017 6:29 PM
15	Meryl Streep	4/6/2017 5:31 PM
16	Raf Simons	4/6/2017 4:54 PM
17	Elon Musk	4/6/2017 4:52 PM
18	Tom Ford	4/6/2017 3:50 PM
19	Oprah Winfrey	4/6/2017 3:23 PM
20	Warren Buffet	4/6/2017 3:06 PM
21	Jillian Michaels	4/6/2017 2:58 PM
22	Jamie Dimon	4/6/2017 2:56 PM
23	oprah winfrey	4/6/2017 2:26 PM
24	Bill Gates	4/6/2017 2:16 PM
25	Pee Wee Herman	4/6/2017 2:11 PM
26	Jeff Bezos	4/6/2017 2:09 PM
27	Casey Wasserman	4/6/2017 2:09 PM
28	Mark Zuckerberg	4/6/2017 2:06 PM
29	STARBUCKS	4/6/2017 2:06 PM
30	Musk	4/6/2017 2:06 PM
<b>#</b>	<b>#3</b>	<b>Date</b>
1	trump	4/12/2017 9:58 PM
2	Sheryl Sandberg	4/11/2017 10:54 AM
3	Annie Pettit	4/11/2017 9:23 AM
4	Lady Gaga	4/11/2017 6:32 AM
5	Barack Obama	4/11/2017 1:13 AM
6	Kris Carr	4/10/2017 9:25 PM
7	Sheryl Sandberg	4/10/2017 9:05 PM

## Watermelon Social | Personal Branding and Social Selling Survey

8	Lisa Vanderpump	4/10/2017 1:27 PM
9	Michelle Obama	4/10/2017 1:13 PM
10	Bill Gates	4/10/2017 1:10 PM
11	George Lucas	4/6/2017 10:25 PM
12	Jamie Dimon	4/6/2017 10:13 PM
13	Jamie Diamond	4/6/2017 6:29 PM
14	Disney	4/6/2017 5:31 PM
15	Tori Dantono	4/6/2017 4:54 PM
16	Warren Buffett	4/6/2017 4:52 PM
17	Don Imus	4/6/2017 3:50 PM
18	Steve Jobs (sorry...)	4/6/2017 3:23 PM
19	Elon Musk	4/6/2017 3:06 PM
20	Warren Buffett	4/6/2017 2:58 PM
21	Beth Comstock	4/6/2017 2:56 PM
22	gary vaynerchuk	4/6/2017 2:26 PM
23	Mark Zuckerberg	4/6/2017 2:16 PM
24	Arnold Palmer	4/6/2017 2:11 PM
25	Donald Trump	4/6/2017 2:09 PM
26	Sheryl Sandberg	4/6/2017 2:09 PM
27	Jeff Bezos	4/6/2017 2:06 PM
28	APPLE	4/6/2017 2:06 PM
29	Cuban	4/6/2017 2:06 PM

### Q9 What communication channels do you use to build relationships and grow your business? Please check all that apply.

Answered: 30 Skipped: 5

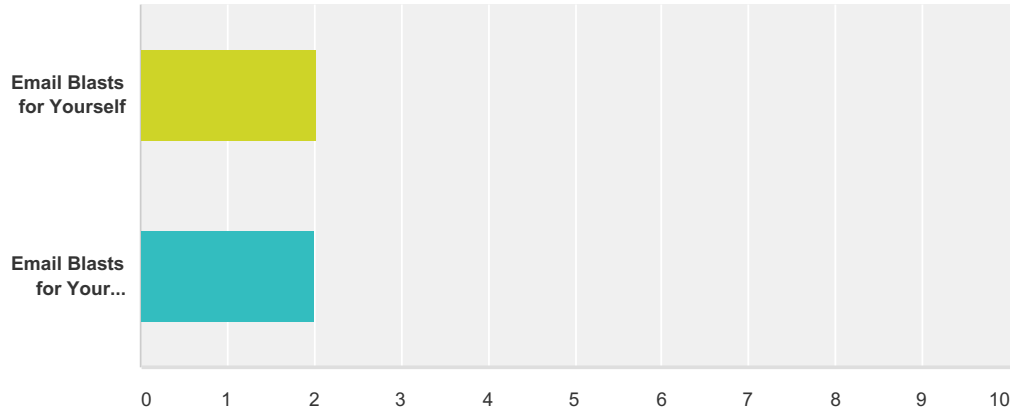


Answer Choices	Responses
LinkedIn	90.00% 27
Other social media platforms (Facebook, Twitter, Instagram, etc.)	66.67% 20
Websites	53.33% 16
Blogging	30.00% 9
Email blasts	26.67% 8
Trade shows and conferences	23.33% 7
Speaking engagements	50.00% 15
<b>Total Respondents: 30</b>	

#	Other (please specify)	Date
1	Xing	4/11/2017 1:17 AM
2	National Tv appearances- I do guest appeal even which really solidify my brand and reach.	4/6/2017 5:34 PM
3	Referrals	4/6/2017 3:56 PM
4	Lunch, groups I belong to	4/6/2017 2:17 PM

### Q10 How often do you blast emails to your professional network for yourself and/or your employer?

Answered: 33 Skipped: 2

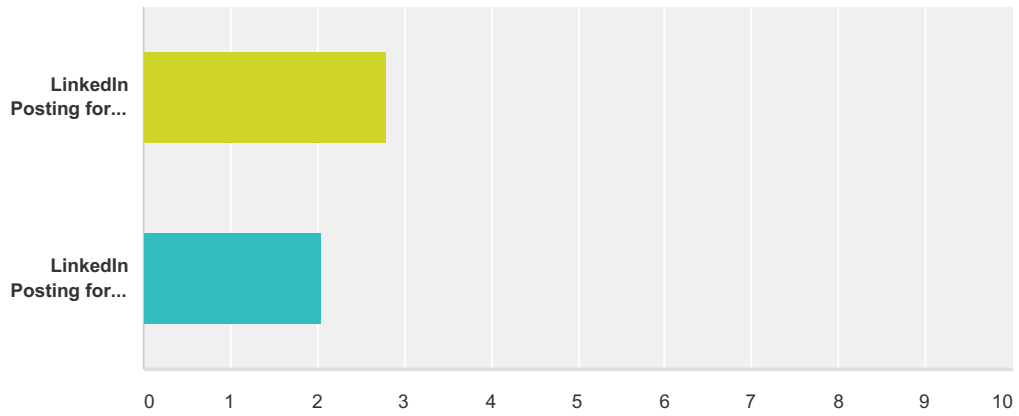


	Never	Rarely	Sometimes	Often	Very frequently	N/A	Total	Weighted Average
Email Blasts for Yourself	53.13% 17	9.38% 3	18.75% 6	9.38% 3	6.25% 2	3.13% 1	32	2.03
Email Blasts for Your Employer	60.71% 17	3.57% 1	7.14% 2	10.71% 3	10.71% 3	7.14% 2	28	2.00



### Q11 How often do you post on LinkedIn for yourself and/or your employer?

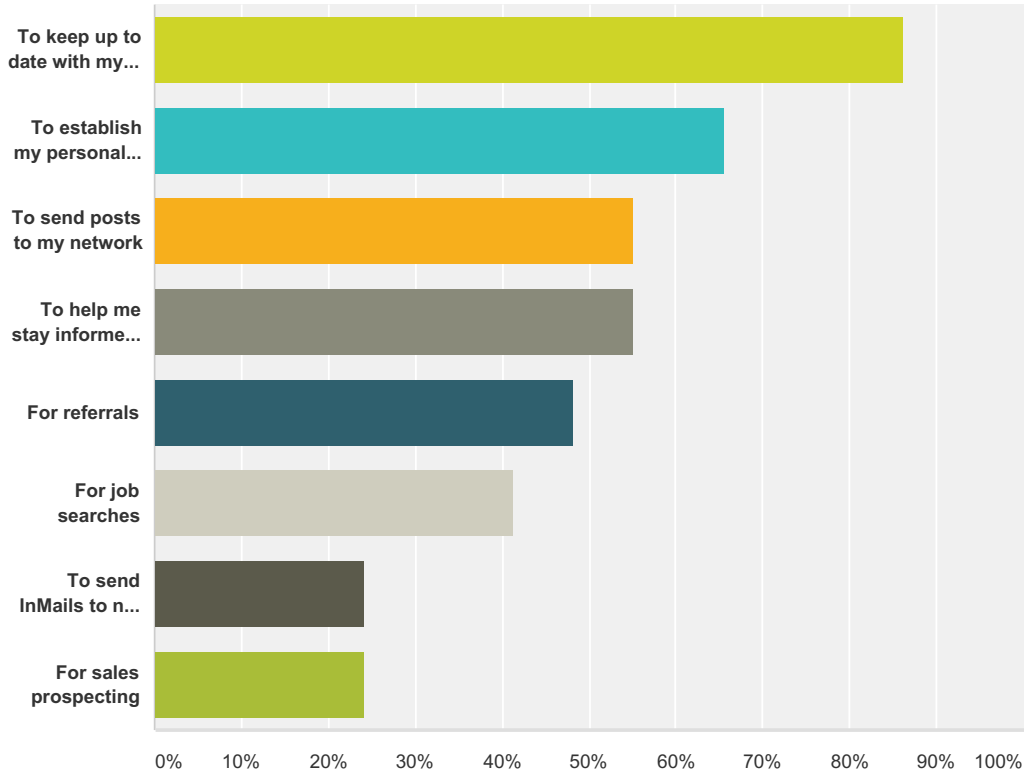
Answered: 33 Skipped: 2



	Never	Rarely	Sometimes	Often	Very frequently	N/A	Total	Weighted Average
LinkedIn Posting for Yourself	12.12% 4	33.33% 11	24.24% 8	24.24% 8	6.06% 2	0.00% 0	33	2.79
LinkedIn Posting for Your Employer	44.83% 13	13.79% 4	13.79% 4	6.90% 2	6.90% 2	13.79% 4	29	2.04

### Q12 How do you use LinkedIn to build relationships and grow your business? Please check all that apply.

Answered: 29 Skipped: 6

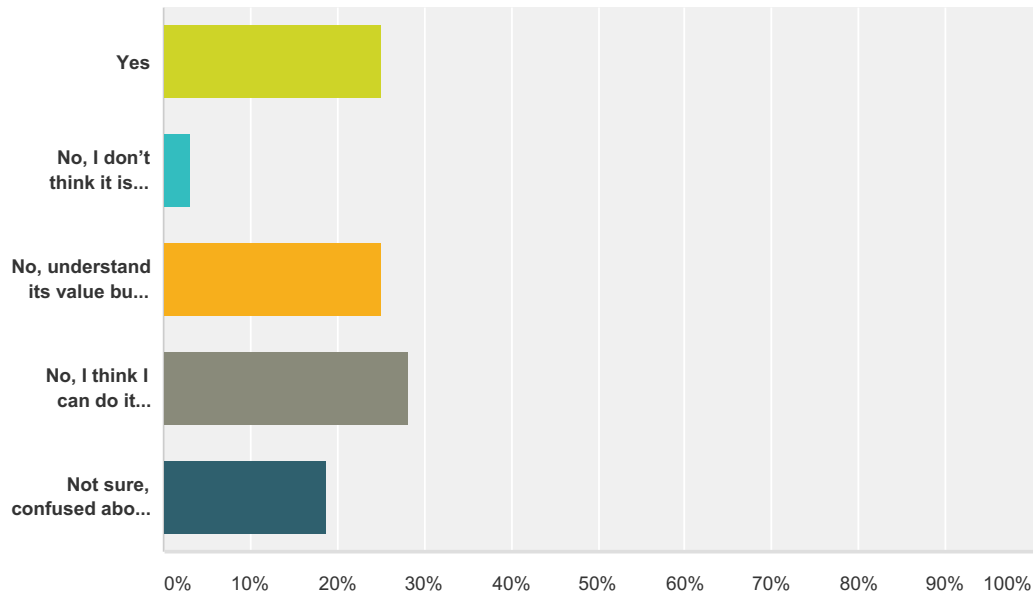


Answer Choices	Responses
To keep up to date with my network	86.21% 25
To establish my personal brand	65.52% 19
To send posts to my network	55.17% 16
To help me stay informed about business issues	55.17% 16
For referrals	48.28% 14
For job searches	41.38% 12
To send InMails to new prospects	24.14% 7
For sales prospecting	24.14% 7
<b>Total Respondents: 29</b>	

#	Other (please specify)	Date
1	I have found instagram and Facebook to be much more effective.	4/6/2017 5:34 PM

### Q13 Have you retained professionals for personal branding and social selling development?

Answered: 32 Skipped: 3

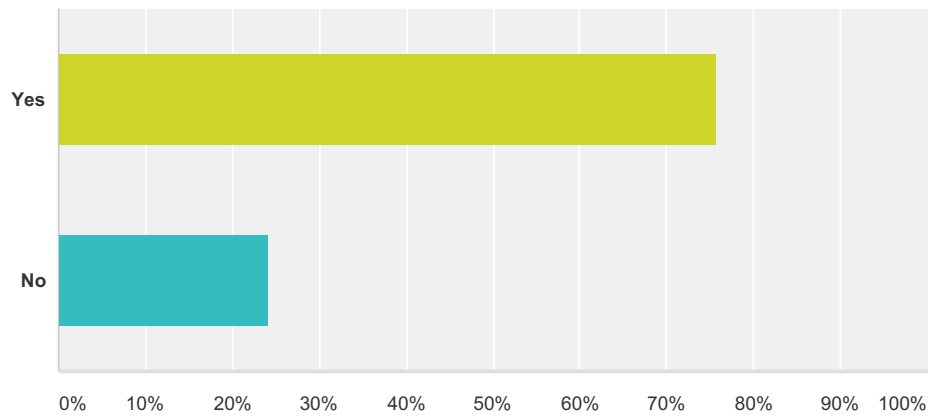


Answer Choices	Responses
Yes	25.00% 8
No, I don't think it is important	3.13% 1
No, understand its value but too expensive	25.00% 8
No, I think I can do it myself	28.13% 9
Not sure, confused about the benefits	18.75% 6
<b>Total</b>	<b>32</b>

#	Why? (please specify)	Date
1	lack of opportunity and budget.	4/11/2017 1:17 AM
2	I have a career coach that is amazing. He has helped me develop my Linked In Profile and is a constant cheerleader for me as well as countless others.	4/10/2017 1:15 PM
3	I am a professional so yes!	4/6/2017 5:34 PM
4	Not sure	4/6/2017 4:55 PM
5	Combat negative information	4/6/2017 2:59 PM
6	Because George helped me see the light.	4/6/2017 2:11 PM
7	Subject matter expertise & process	4/6/2017 2:10 PM

### Q14 Had you heard of Watermelon Social before taking this survey?

Answered: 33 Skipped: 2



Answer Choices	Responses	
Yes	75.76%	25
No	24.24%	8
<b>Total</b>		<b>33</b>

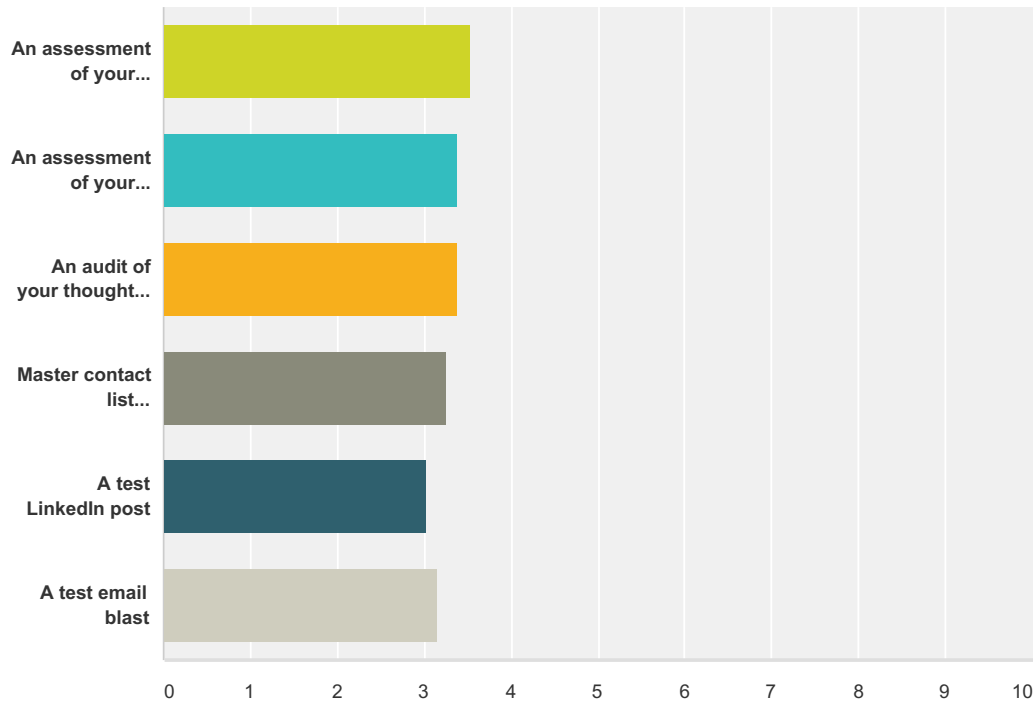
**Q15 How would you describe Watermelon Social? What services do they provide?  
What types of clients do they serve?**

Answered: 20 Skipped: 15

#	Responses	Date
1	personal branding and social selling company	4/12/2017 10:01 PM
2	No idea. i get their email blasts. they look interesting but I get 100-150 emails a day for work and have not spent the time reading the content i am sorry to say.	4/11/2017 11:00 AM
3	Personal and business branding for individuals and small businesses	4/11/2017 9:26 AM
4	Developing branding as well as marketing campaigns for businesses	4/11/2017 6:37 AM
5	middle and upper management to push careers	4/11/2017 1:18 AM
6	general branding content seemingly focused on consumer-facing brands	4/10/2017 1:29 PM
7	I don't really know	4/10/2017 1:16 PM
8	Small businesses. Very personalized business that caters to each client's needs.	4/10/2017 1:14 PM
9	I would describe Watermelon Social as the alter ego of George Stephan. His personal brand if you will.	4/10/2017 1:12 PM
10	Personal branding strategy	4/6/2017 10:15 PM
11	Small firms	4/6/2017 6:32 PM
12	Professional brand awareness drivers	4/6/2017 4:56 PM
13	Innovative agency Personal Branding Industry content creators Email blast and outreach Mainly corporate clients	4/6/2017 3:59 PM
14	Very social people who enjoy eating watermelon	4/6/2017 3:52 PM
15	Unsure.	4/6/2017 3:00 PM
16	PR for employed people, primarily in marketing	4/6/2017 2:18 PM
17	A personal branding consultant that provides top notch branding for the successful small firm or individual.	4/6/2017 2:13 PM
18	They are a network and survey enabler	4/6/2017 2:10 PM
19	BRANDING	4/6/2017 2:08 PM
20	Very interesting concept, worth investing in	4/6/2017 2:08 PM

**Q16 There are different ways to begin to establish your personal brand and start social selling. How appealing are each of the following ways to get started? On a scale from 1-5, please rate level of appeal with "1" meaning NOT AT ALL APPEALING and "5" meaning EXTREMELY APPEALING.**

Answered: 32 Skipped: 3



	1Not at all appealing	2Not appealing	3Somewhat appealing	4Very appealing	5Extremely appealing	Total	Weighted Average
An assessment of your personal brand	9.38% 3	6.25% 2	28.13% 9	34.38% 11	21.88% 7	32	3.53
An assessment of your LinkedIn profile	6.45% 2	9.68% 3	38.71% 12	29.03% 9	16.13% 5	31	3.39
An audit of your thought leadership content	6.45% 2	9.68% 3	35.48% 11	35.48% 11	12.90% 4	31	3.39
Master contact list development	3.23% 1	16.13% 5	48.39% 15	16.13% 5	16.13% 5	31	3.26
A test LinkedIn post	16.13% 5	12.90% 4	32.26% 10	29.03% 9	9.68% 3	31	3.03
A test email blast	12.90% 4	9.68% 3	35.48% 11	32.26% 10	9.68% 3	31	3.16

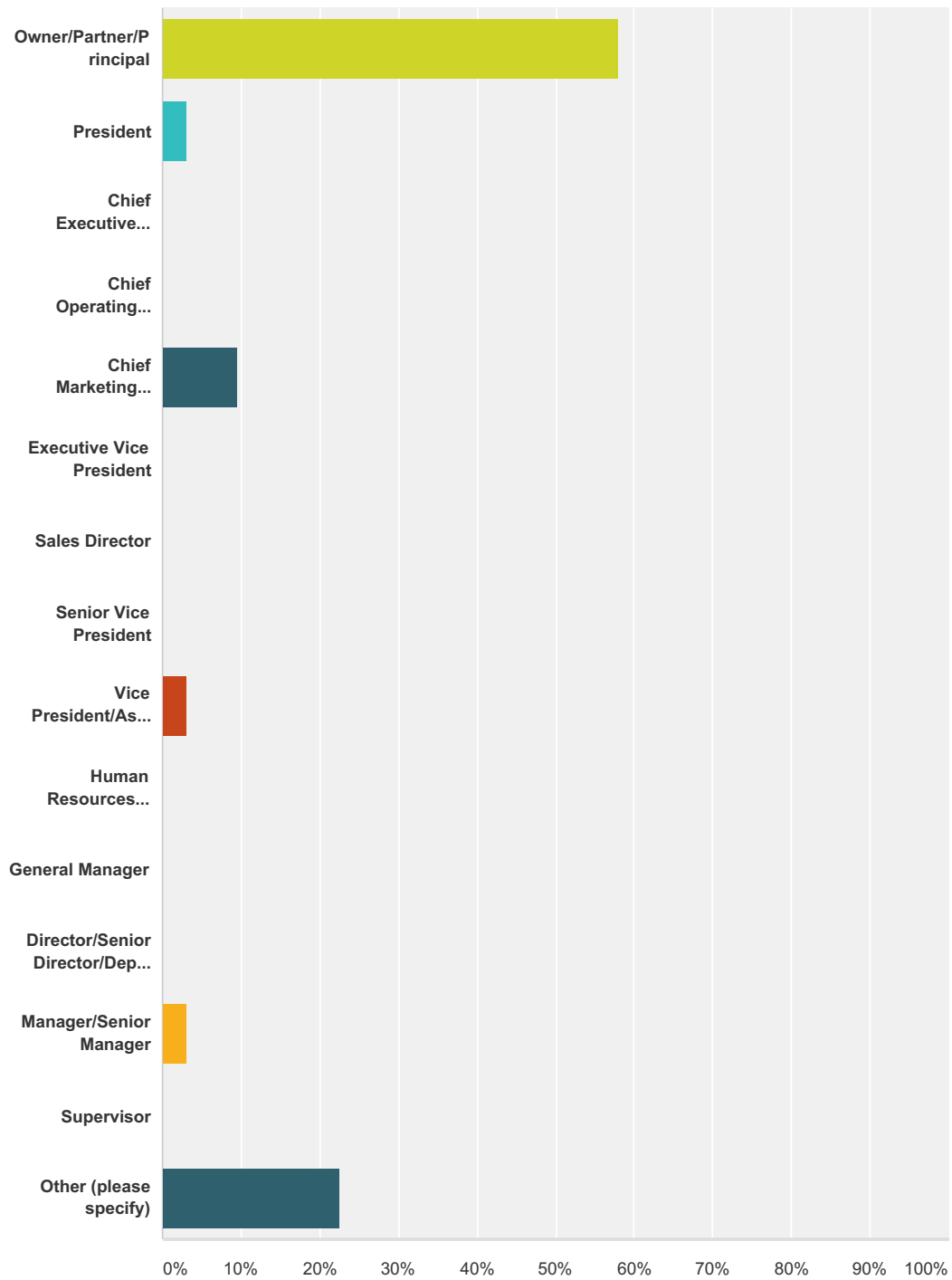
#	Other (please specify)	Date
---	------------------------	------

## Watermelon Social | Personal Branding and Social Selling Survey

There are no responses.	
-------------------------	--

### Q17 What is your job title?

Answered: 31 Skipped: 4



Answer Choices	Responses
Owner/Partner/Principal	58.06% 18
President	3.23% 1
Chief Executive Officer	0.00% 0



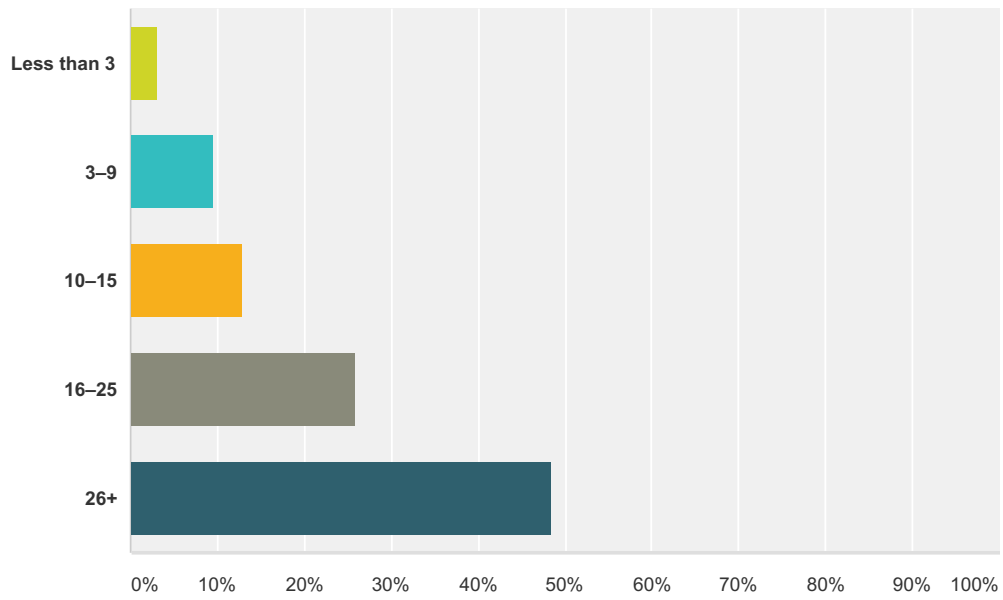
## Watermelon Social | Personal Branding and Social Selling Survey

Chief Operating Officer	0.00%	0
Chief Marketing Officer	9.68%	3
Executive Vice President	0.00%	0
Sales Director	0.00%	0
Senior Vice President	0.00%	0
Vice President/Assistant Vice President	3.23%	1
Human Resources Director	0.00%	0
General Manager	0.00%	0
Director/Senior Director/Department Head	0.00%	0
Manager/Senior Manager	3.23%	1
Supervisor	0.00%	0
Other (please specify)	22.58%	7
<b>Total</b>		<b>31</b>

#	Other (please specify)	Date
1	Acct Manager	4/12/2017 10:01 PM
2	Actor/model	4/11/2017 6:38 AM
3	Executive Director (EVP level)	4/10/2017 1:29 PM
4	Project Manager/Crew Member	4/10/2017 1:18 PM
5	Graphic Designer	4/10/2017 1:15 PM
6	Senior Design Strategist	4/6/2017 10:38 PM
7	Non-Exec Director of Public Companies and Advisory Boards	4/6/2017 2:19 PM

### Q18 How many years of experience have you had in your profession?

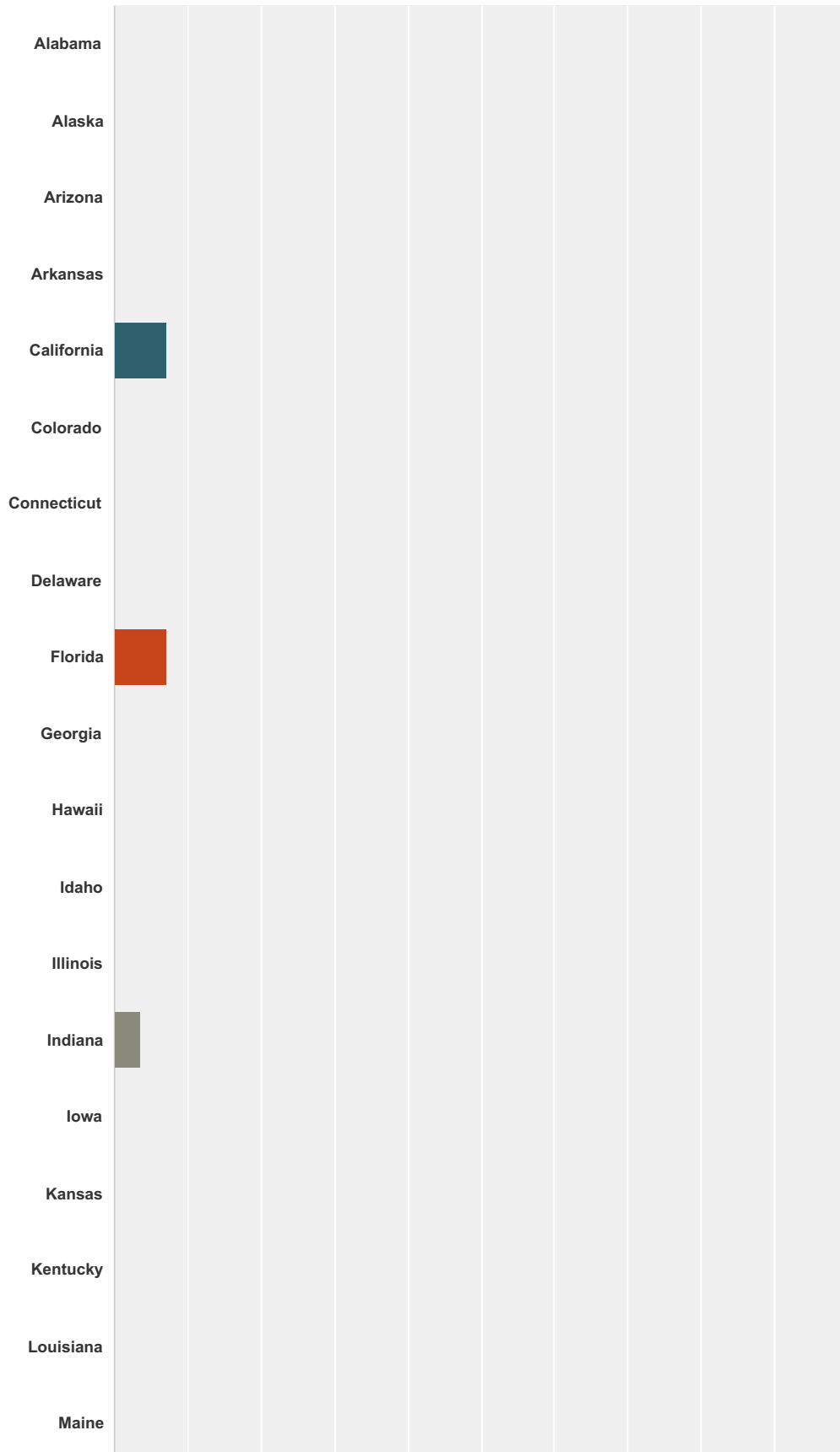
Answered: 31 Skipped: 4



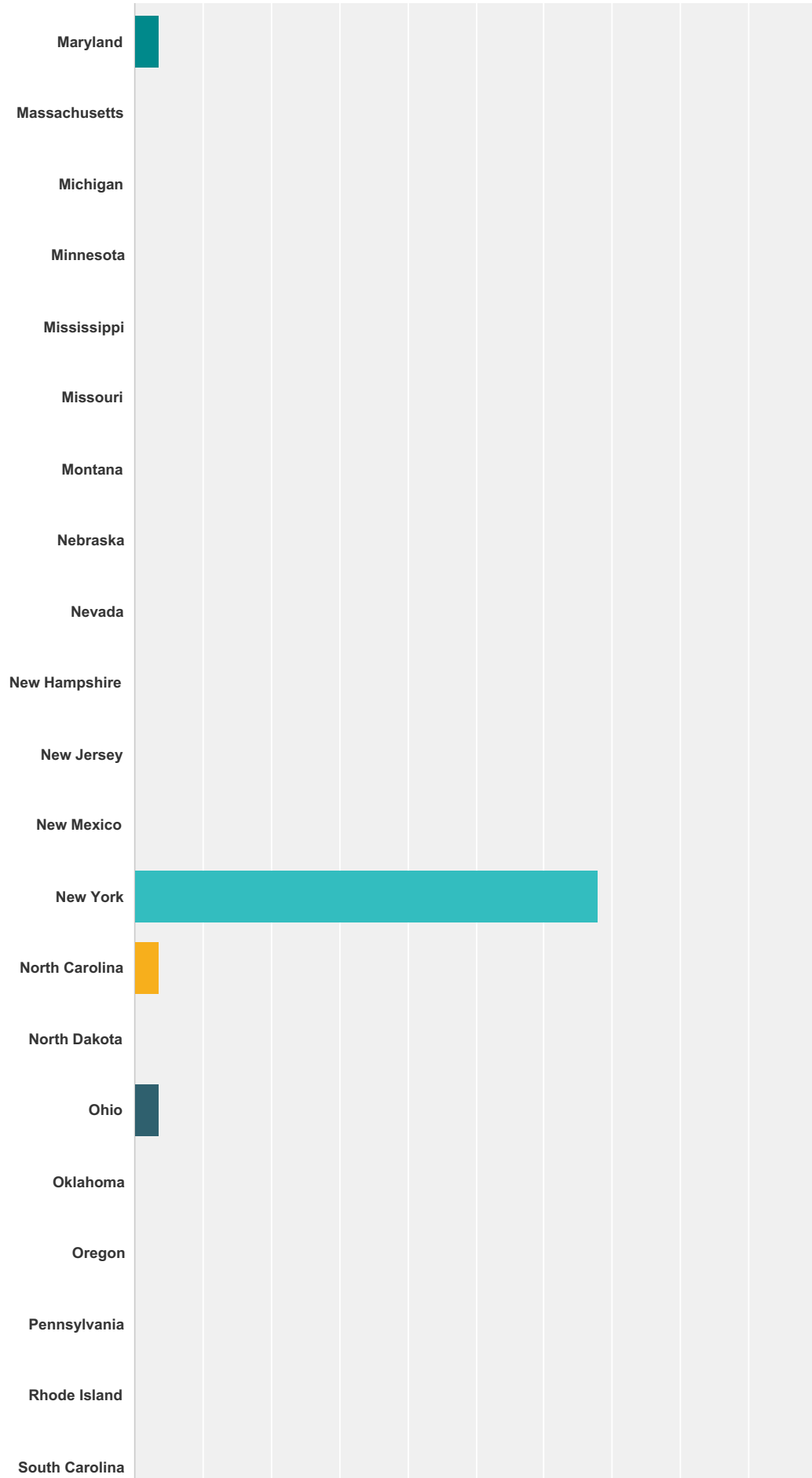
Answer Choices	Responses	
Less than 3	3.23%	1
3-9	9.68%	3
10-15	12.90%	4
16-25	25.81%	8
26+	48.39%	15
<b>Total</b>		<b>31</b>

### Q19 Where are you located?

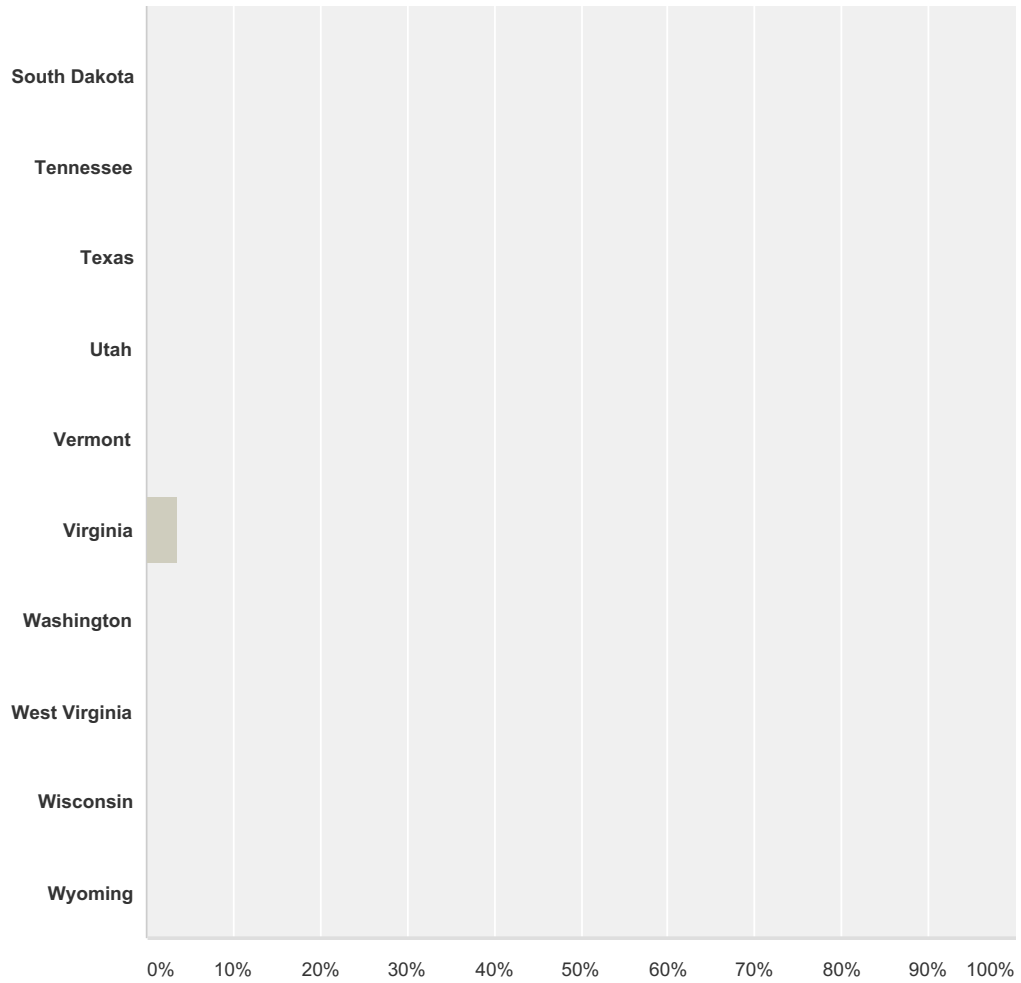
Answered: 28 Skipped: 7



# Watermelon Social | Personal Branding and Social Selling Survey



## Watermelon Social | Personal Branding and Social Selling Survey



Answer Choices	Responses
Alabama	0.00% 0
Alaska	0.00% 0
Arizona	0.00% 0
Arkansas	0.00% 0
California	7.14% 2
Colorado	0.00% 0
Connecticut	0.00% 0
Delaware	0.00% 0
Florida	7.14% 2
Georgia	0.00% 0
Hawaii	0.00% 0
Idaho	0.00% 0
Illinois	0.00% 0
Indiana	3.57% 1

## Watermelon Social | Personal Branding and Social Selling Survey

Iowa	0.00%	0
Kansas	0.00%	0
Kentucky	0.00%	0
Louisiana	0.00%	0
Maine	0.00%	0
Maryland	3.57%	1
Massachusetts	0.00%	0
Michigan	0.00%	0
Minnesota	0.00%	0
Mississippi	0.00%	0
Missouri	0.00%	0
Montana	0.00%	0
Nebraska	0.00%	0
Nevada	0.00%	0
New Hampshire	0.00%	0
New Jersey	0.00%	0
New Mexico	0.00%	0
New York	67.86%	19
North Carolina	3.57%	1
North Dakota	0.00%	0
Ohio	3.57%	1
Oklahoma	0.00%	0
Oregon	0.00%	0
Pennsylvania	0.00%	0
Rhode Island	0.00%	0
South Carolina	0.00%	0
South Dakota	0.00%	0
Tennessee	0.00%	0
Texas	0.00%	0
Utah	0.00%	0
Vermont	0.00%	0
Virginia	3.57%	1
Washington	0.00%	0
West Virginia	0.00%	0
Wisconsin	0.00%	0

# Watermelon Social | Personal Branding and Social Selling Survey

Wyoming	0.00%	0
<b>Total</b>		<b>28</b>