Word Cloud Assignment

Whether you like it or not, you are a brand. When you walk in a room, people have associations tied to you. When you leave a room, people comment on you. What do people say about you when you're not there? What is your brand!? Are you confident or timid? Are you arrogant or humble? Are you a control freak or do you empower and delegate? Do you see yourself one way, but everyone else sees you another way? It is very important to get to the bottom of these types of questions. But how can you? The answer: research.

So what are some of the characteristics that describe you? How can you be certain those characteristics are accurate? The best way I know to acquire characteristics that converge on exactly how you are perceived, is to ask those people who know you best. Therefore, your assignment is to construct a word cloud of your personal characteristics. A word cloud provides a pictorial representation of words that describe your person.

Warning: this is one of the scariest assignments that you will ever undertake. Who wants to ask those closest to them who they REALLY are?!

Your Task: Go to http://www.surveymonkey.com. Click "Sign up for free". Choose a username and password, and enter your contact email. You can sign up with Facebook or Gmail as well. Once you've created an account, push the "Create Survey" button. I would consider asking the following questions:

1. What are five positive qualities I possess?
2. What are five negative qualities I possess?

It is imperative that you stress the importance of honesty to your survey respondents. You have to get the negative qualities as well if you are going to adequately complete this assignment. Please try to obtain information from at least 10 respondents. Remember, these surveys are completely anonymous, so that should help relieve some anxiety. You may want to start your survey by saying:

"Please answer the following two questions. It is of the utmost importance that you be honest in your responses. I want to know how I'm perceived, and my grade depends on it!"

Once you have all your responses, you will create your word cloud. There are many websites out there that you can use including, http://www.wordclouds.com/. After you produce your word cloud, you will utilize this to help inform your personal SWOT analysis, which is your next assignment for your project. Please refer to the following page for additional help.

Lastly, you will present your personal brand, via your word cloud, to the class at the end of the semester. This is a highlight reel of and a wonderful way to explain the areas where you succeed along with the areas where you need to improve.

What to do…

Step 1.
Go to surveymonkey.com to set up an account. Then create a new survey entitled, "Personal Brand Survey". Click "Let's go".

Step 2.
Click "edit" on the "add page title" section. Insert the following, "Thank you for answering the following two questions. This is an assignment for my marketing class, so your honesty is much appreciated. Your responses are 100% anonymous. Don't worry about hurting my feelings or giving me too much of an ego. I need your honest opinion both the good and bad."

Step 3.
Click add a new question. Select "Single Textbox"

Step 4.
Create the following questions within the survey:
- A.   List 3-5 positive characteristics about me.
- B.   List 3-5 negative characteristics about me. I really need you to think here ☺

Step 5.
Click "Next" in the top right corner

Step 6.
Choose your method of distribution. You need at least 20 respondents.

What to do…

Step 7.
Export responses into excel

Step 8.
Sort your responses.

Step 9.
Go to www.wordcloud.com or search around

Step 10.
Pop some popcorn and chill

	A	B	C
1	Hardworking	57	
2	Blunt	50	
3	Timid	48	
4	Kind	48	
5	Stubborn	39	
6			
7			